

**UP FROM
BELOW
THE BOTTOM**

VOLUME XXIII

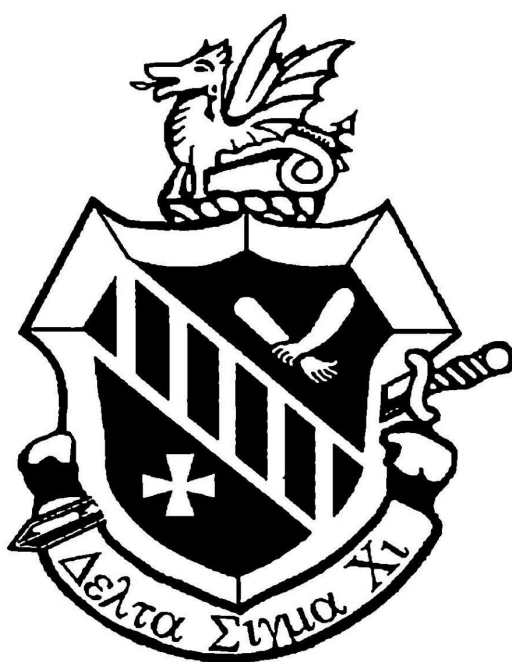
PALMER

1950

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**VOLUME XXIII
PALMER
1950**

Archived and Distributed
By Delta Sigma Chi Fraternity of Chiropractic,
Continuing the promotion of STRAIGHT Chiropractic



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Photographic copy of original oil portrait painted by Raymond, D.D., Boston, U.S.A.

B. J. PALMER, D.D., Ph.D.

Teacher of Chiropody

"B.J. OF DAVENPORT"*

**—philosopher, scientist, artist, builder—the bit of a mortal being
whom Innate Intelligence developed.**

***Oil Portrait by Raymond P. R. Neilson Studios, 131 East 66th Street, New York City**

UP FROM BELOW THE BOTTOM

By

B. J. PALMER, D.C., Ph.C.

President, the Palmer School of Chiropractic

CHIROPRACTIC FOUNTAIN HEAD
DAVENPORT, IOWA, U. S. A.

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FOREWORD

At the beginning, we anticipate this subject, as presented, will be taken at face value and understood by some, even many of our profession. Many, in our opinion, possess preconceived ideas which need reconstruction.

We record our knowledge, gained through research, of the fundamentals upon which Chiropractic rests as promulgated by our father but never clearly explained by him. By careful reading of his writings, gleanings of these ideas are apparent.

To be consistent with the objective of this book, these are written with WE and US in mind. Ordinarily, "we" and "us" imply and are understood to be TWO different and separate persons. Ordinarily, "I" implies ONE fellow who lives in a material body and runs it. Whenever and wherever "I" is used, we refer to the educated fellow who thinks, speaks and writes for himself alone as one of the two fellows he is. He does so within the limitations of his education. This book, so far as the author is concerned, writes from the duality of personalities — the inseparable, indivisible, Siamese-twin personalities living in one structure — the Innate and Educated individualities.

WE serves several purposes:

1. It eliminates that disgusting and egotistical selfish pronoun "I" which constantly intrudes itself.
2. It permits the author to delineate his concept of the duality of personalities inhabiting one human home.
3. It broadly includes and spreads credit where credit is due, to any, every, and all people who have or are cooperating in building the structures, organizations, institutions, and associations which are an integral part of their lives.

It will be difficult for the reader, as he reads "we", to think "we", because he will constantly interpret it into ordinary channels of that of TWO different and separate people. To read this book and gain viewpoint of its author, reader must know "we" or HE will fail to gain the fundamental purpose of this book.

B. J. PALMER.

THEY SAY

The following is an editorial from THE DAILY TIMES, Davenport, August 29, 1949:

B. J. PALMER — DAVENPORT ASSET

The large attendance from all parts of the country and from abroad attracted to Davenport year after year for the Palmer Lyceum is a tribute to Dr. B. J. Palmer and evidences his hold upon the respect and the affection of those in his profession.

In addition, The Palmer School of Chiropractic has the physical plant and equipment to go with the leadership so long provided by its head. Dr. Palmer has invested heavily in Davenport, confident of the future of his enterprises and confident of the continued prosperity of the community, and the West.

He has risked much beyond his own professional field, notably in that of radio where WOC stands among the pioneering and successful stations. WOC-FM was a development naturally expected by those aware of the forward-looking policy of Dr. Palmer's radio interests and no one doubted that WOC would be among the early television stations in the West, as it will be.

The expanding Palmer investments include the recently completed radio studios with equipment fully adequate to demands of modern broadcasting.

The guests in Davenport this week renew contacts that in many cases are of long standing and their visit designated as a homecoming. That they consider it pleasant and profitable is shown by the extreme distances some of them travel.

As the visitors gather atop Brady hill, they are in the midst of a center which through their profession and through radio makes Davenport's name and fame known to millions.

They are aware of the pre-eminence of Dr. Palmer in their own realm but they also can see plainly his demonstrated faith in his home community.

The Story Of PERCENTAGE OF MALES AND FEMALES

Millions of babies are born every year and have been for millions of years — male and female. Over a long period, balance of sexes has been maintained, world over, with consistency, 49 per cent females to 51 per cent males. Difference allows for frequency of more hazardous occupations of males. In time of war, when males are decimated by millions, male hazard increases, deaths increase, and, in ratio, females increase. During war, ratio changes.

During World War I, ratio raised to 64 per cent males and 36 per cent females. During World Wars I and II, swing was a gradual birth increase percentage-wise of males. In World War II, it raised to 76 per cent males as against 24 per cent females. It takes between two and three generations to reestablish normal ratio again, of 51 per cent males to 49 per cent females.

Chicago Herald American (July 18, 1949) said:

"Munich. An apparently insoluble political, economic, social, biological, and psychological problem in Germany is the 'woman without a man.'"

"In 1948 there were 7,000,000 more women than men. There are 5,000,000 widows. There are 5,300,000 women above twenty who have never been married and 500,000 divorced, making a total of 10,800,000 women above twenty who have no husband. Marriage to most of them is a dream.

"For them there are only 5,200,000 unmarried men in Germany, leaving 5,600,000 women without a chance for a husband. In World War II, fighting men reverted to barbarism in respect to women."

Babies are born in every continent, country, climate — North Pole, South Pole, Equator; savage and civilized; black, white, yellow, and red; hot or cold climate; mountain plateaus or valley plains. Some have blond, brunette, red, white hair; some never have any. Some are tall, others short. Some are fat, others thin. Some are ugly, others gorgeous. Some are passionate, others frigid. Some have large breasts and small hips, others small breasts and big hips. There are variables galore, but there are constants as well. All have head, arms, legs, brains, nervous system, organs, and viscera. All have common functions such as digestion, assimilation, elimination; heating and cooling; reproduction. All have sense organs and physical motion. All feel and live. All are born, live, and die.

Variables may vary extensively, but constants are ALWAYS the same. Some variables may be big or small noses; but all HAVE a nose. Some may have prominent lips; but all HAVE lips. Some may have prominent and others receding chins; but all HAVE a chin. Regardless of inconsequential differences in variables, all HAVE

them as a constant. No two people think, act, look, or move alike, but they all DO think, act, look, and move.

Variables may vary, but constants are ALWAYS the same. Inter-marry families as you please, black and white, yellow and red, Pole and Russian, French and English, North with South, Esquimaux and Kaffir, savage and civilized—variables continue to vary and, while they may be messed up considerably, constants remain fixed.

What is IT which permits educated family variables to vary, yet preeminently forces constants to remain constant, true to species? Is it all an accident? Or, is there a predetermined law of fixation for necessity of preservation of species? Who or what fixes law of percentages of sexes? Who or what kills off hybrids of crossing of species?

There could be an irregular sport or accidental PROduction once, but when that pattern is exactly duplicated and repeated millions of times, millions of years, in millions of cities and farm homes, in every country on earth, in bipeds, quadrupeds, canines, felines, equines, bovines, reptiles, insects, "it" becomes a SUPER-educated intelligence law of REproduction. What does medical man offer as a substitute to the Chiropractic Innate Intelligence? "SUB-conscious", "NON-conscious", and/or "UN-conscious" mind.

Religions recognize "God" Sunday in churches and in mouthings in prayer. In theory, they condescend to concede such other six days of the week. We also know these people go to medical men week days, who deny Innate Intelligence in man. Medical men pray to God on Sunday and say "nature cures" other six days of the week, and then deny there is a "nature" WITHIN man when they rip out "unnecessary organs;" they look for causes and cures in pills, powders, and potions OUTSIDE human body; and laugh and hurl sarcasm at Chiropractor who recognizes Innate Intelligence WITHIN man as the all-wise, omnipotent, omniscient, omnipresent Director-General who asserts that THE ONLY possible cause and cure are WITHIN man.

Why this inconsistent variable of "believing" one thing one day and denying same thing other six? Answer is simple: lack of KNOWLEDGE of constancy of Innate constant such as Chiropractic preaches AND practices, as well as medical inability TO PROVE such exists as Chiropractor proves every day, on every case he adjusts.

Many so-called Chiropractors PREACH Innate constant and PRACTICE medical variables. Many other so-called Chiropractors PREACH medical variables and PRACTICE Chiropractic constant. A few Chiropractors preach AND practice Innate constant.

Medically, there is no Innate Intelligence because it is not a materiality subject to being weighed, measured, or proven as a given quantity of matter. It cannot be seen under microscope, poured into a retort, or given chemical analysis. It is not provable in length, height, pounds, or gallons. It is an ABSTRACT quality, but as such it IS subject to an ABSTRACT quantity measurement as it flows THRU a material agency.

If nothing exists to medical mind except as it can be physically proven in the lab, how about God? Yet he professes to "believe" that.

Physiologists explain away all anatomical and physiological variables AND constants as "sympathy" — "by means unknown", thru a "sympathetic nervous system", later called an "autonomic nervous system", for that is far away from and as close to saying IT is "automatic" and still fight shy of acknowledging there could be or is an Innate Intelligence that is not matter.

These medical anatomists and physiologists assert there are 128 independent ganglionic brains, each independent of all others, all independent of encephalon in skull; all of which are controlled by one "abdominal belly SOLAR plexus", thru "reflex action." This terminology is akin to "vagus nerve" because what it is supposed to do then and now is still "vague." Why misnomer "solar"? Because at one time the Greeks believed all earth life originated in the SOLAR sun; hence, "SOLAR plexus" is supposed to originate all life in man. Some so-called "Chiropractic" schools still teach this same ante-diluvian misnamed and misnomered medical bunk.

And still there are those who direct lives and health of our people who say there is no Supreme Intelligence that governs the universe; there is no Innate Intelligence in man, which is SO great, SO wise, SO intelligent that it has directed, created, and controlled all mankind, is doing so today and will continue tomorrow.

The Chiropractor should study Innate as a factor in getting sick people well!



Illigitimati non
carborundum

GENERAL STILLWELL INTERPRETED THIS TO MEAN:
"DON'T LET THE BASTARDS GRIND YOU DOWN."

The Story of CAN MAN BUILD ONE TISSUE CELL?

Man has been studying man, dead and alive, sick and well, in an organized manner, 5,000 years. He has systematized, card-indexed, cross-filed this mass of alive and dead education into libraries of millions of books on multiple subjects. He has spewed this education thru colleges into millions of brains thru hundreds of thousands of professors, hundreds of universities, for thousands of years. He has deduced theories, tried them, discarded them, and tried again. He has experimented and practiced his "education" on patients in hospitals on all kinds of cases.

If it were possible to condense all this unreliable intangible not worth-while information; discard all these false and untrue premises, condense it all into an essence and inject it into the brain of one man, in one laboratory, there wouldn't be one educated man who could manufacture, make, or compile ONE tissue cell, organize its elements, compound its ingredients, cause it to live and functionate.

Yet, within every female, be she white, black, yellow, or red; ignorant or university graduate; savage or civilized; African or American, is an Innate Intelligence that can and does make four hundred billion tissue cells in two hundred eighty days.

Not only does Innate MAKE these cells, it organizes them into respective kinds to do certain kinds of work, properly distributes each into its respective locality, builds them into various organs to do various functions; harmonizes each into and with each other, and all into one harmonious whole; causes all to coordinate one tissue with another, one organ with another into systems, chemically, mechanically, functionally; then, at proper time and place, causes them all to spiritually begin working, each with each other part. In due time, Innate builds the structure so it reproduces its kind.

If he could, how would educated man build a baby?

After all this expressed inability, "education" still looks to his theories to compound something outside the human body to cure and heal its sicknesses.

The Story of CLOSE SHAVES

Looking backward, Innate has safety designs on perpetuating our life. How else account for the many close shaves we had, and yet lived to tell the tales.

Back in the days of "B.J.-WOC TOURS" (See that story in Vol. XXII, Palmer, 1949), we had one party of 120 people that went to Alaska. While in Fairbanks, we decided to take a round-the-peak flying trip to Mt. McKinley, the highest mountain on American soil. We started out in clear weather. Heading towards the mountain, we soon ran into a very dense fog. What we should have done was to turn around and come back. The pilot was a harum-scarum, dare-devil flyer, so we kept on. Suddenly, directly in front of the nose of our ship WAS Mt. McKinley. We were headed right into it. It was about 1,000 feet away. The pilot suddenly zoomed up, made a circle overhead, then turned to the right. We then circled around the peak and came back home and landed safely. After we landed, we said: "That was a close shave!" The pilot replied, "It was too damn close to be safe!"

On another trip, we flew on a hydroplane from Miami to Havana, Cuba. All went according to Hoyle, going over. Coming back, we flew at about 5,000 feet. Suddenly, all engines began to "pop, pop," and practically stopped. We began to plumb down to water. Altho we had never dropped into water, we are told that hitting water from a height is the same as hitting granite. When about 500 feet from the water, all engines began to "pop, pop" again. We climbed up and came into Miami with perfect safety. The one outstanding thing we remember about that incident is that the people were perfectly calm, no hysteria, all seemed to be resigned to the inevitable. It surely was a close shave!

One one of our trips to Cairo, Egypt, we were there the day the Khedive of Egypt was to lead a grand and gorgeous military parade from his resident palace to the Halls of Parliament, to be inaugurated as Ruler. The parade was set to go thru streets at 10:00 a.m.

Anticipating the wonderful array, we hired a car and driver, put top down, took along our motion picture camera (and, by the way, it was a VICTOR, made in Davenport), selected a side street at a five-point intersection. We perched ourself on back seat. We went early — 9:00 a.m. — to get good location. We waited until 10:00 a.m. — no sign of a parade forming.

At 10:00 o'clock, a troop on one hundred pure white, pink noses

and eyes, Arabian stallions, took their position immediately behind us. We thought they were waiting for the parade to form, and then they would drop into line of march. We noticed huge crowds gathering on the streets, seemingly obstreperous, but we didn't know but what this was usual for that place on such an occasion.

About 10:30, we noticed troops driving mobs ahead of them reaching from building to building, over street onto sidewalks.

Finally, at 11:00 a.m., we asked the "el capitan" of the Horseman Brigade behind, "What time is the parade?" He said, "There is to be no parade!" We asked, "Then what are you folks doing here?" He said, "We are here to insure your safety."

He then told us that the afternoon before, the secret police of Cairo had run into a Mohammedan plot "to massacre all the whites in the city" during the parade. That was why parade was called off.

Think of it! Here were we, sitting up on top of our car where any one of a thousand could have taken a pot-shot at us. With that information, we went back to Shepherd's Hotel and found soldiers swarming around hotel, in gardens, on each floor, and in front of door of each room.

That, too, was a close shave to getting bumped off, of which we were not aware until afterwards.

On another trip to Java, we stopped at Djocktacarta. We had dinner with His Majesty the King. He presented us with a large beheading blade, with carved scabbard, ivory handle, with his name carved on it (this is in our collection in Assembly Hall in The B. J. Palmer Chiropractic Clinic).

Next morning we left in a car with a "scice" (chauffeur, to you) to go see and photograph the ruins of Boerbendor. About ten miles out, we noticed a violent eruption of the volcano of Serami Marapi. We called attention of the scice to this. We could see volumes of smoke going up in air, throwing up huge rocks. Red-hot lava was running down sides of the mountain, setting tropical jungles on fire. He said, "She no awake; she sleep!" We asked, "Why do you say she sleep?" He replied, "If she wake, tom-toms speak. Tom-toms no speak. She sleep."

In that jungle country, tom-toms communicate from one end of island to other, thus communicate from one tribe to another. We tried to argue and convince him. It was useless.

We set up our motion picture camera, put on a tele-foto lens, took beautiful shots of the eruption. We then went on to photograph the ruins. Coming back that night, we told the manager

of the prahangrasan (government rest house) about the eruption. Being a native, he told us same story as the scice.

About ten o'clock, the manager woke us, in our cabin, and said: "You right. She wake. Tom-toms say!" We were too tired and sleepy to argue. Next morning, we woke about seven o'clock, had our chota hasri (short breakfast, to you), and drove into Batavia. Upon our arrival, we learned that within one hour after we left, the volcano blew her head off, set up a gas blanket which went down the valley and snuffed out more than 1500 lives in the town we had just left. We developed our films and sent them to Hearst's News Weekly which was then running in theatres. We received \$100 for the films.

That was another close shave.

When we were going to the old No. 8 school on Fourth and Ripley Streets, now torn down and lot used for parking cars, some of us kids built a ten-passenger bob-sled. The railroad tracks were then on ground level. (They are now elevated.)

Gaines Street was a very steep hill — about five blocks from top to bottom. Gaines Street ran at cross angles to foot of hill where railroad tracks were.

One day we started from top of hill, and suddenly, unaware of danger, a freight train began to cross at right-angles to our descent. There was no way of stopping. Train was traveling fast for small steam trains of those days — for this happened about sixty years ago. Fortunately for us, we saw train in time to shout "Everybody duck low!" We lay down on sled, flat up against backs of kids ahead. We passed under, thru, and between front and rear trucks of that moving box car on freight train.

That was last trip any of us made that day. If our sled had been a split-second earlier or later; or if train had been a split-second earlier or later, none of us would be alive today to tell this tale.

That was another close shave.

After No. 8 school was closed, we were moved to the Old Stone School, No. 2, at top of Perry Street. This was a two-block-long steep hill, running crosswise to railroad tracks at foot of the hill.

By this time, we had a bicycle. In those days, they had a one projection step on left side of rear hub. We had another placed on right side of rear hub. At noon, when we went home to lunch, and in afternoon after school, we would mount this bicycle by *standing* on *both* rear steps, brace knees against the bottom of seat and, standing *upright*, hold both our hands away from our body and fly down that hill without touching handlebars.

Quite frequently, if there were no horses and buggies on our path, we would scoot clear down to Second and Perry, a distance of five blocks, and then, without touching handlebars, bend our body to right, turn corner, and make another block to home.

How easily something could have happened. Suppose there had been a rock in our path to deflect our front wheel which no hand was steering. Suppose a horse and buggy had been in our path and we had run into it. Suppose a train had come along about that time, and we had run squarely into it. We did this HUNDREDS of times without accident. As we look back now, that was foolhardy and foolish! Surely, many must have been the times when our life was saved by fractions of a second. Good Old Innate to save us from those close shaves.

From school No. 2, we took first half of first year of high school — and that was the end of our formal education. From then on, it was up to Innate to make or break us. If we had known we were going to amount to something later, we possibly would have felt the need for more education. For the want of an education, how close we came to being a nobody.

On another trip we went up into the impenetrable jungles of Old Cambodia, to visit, explore, photograph, and topographically lay out the lost city of Angkor Wat.

One day we came across one ruin we called The Pavilion of the King's Dancers. It had a lintel of most gorgeous carving which we wanted to photograph. We set up our camera on a flat rock, but were not able to get quite all of it into focus, so we moved backward a few feet. The rock tipped, and we fell into a hole above five feet deep, eight feet long, and three feet wide. We were out of there *in less* than three seconds. How did we compute time? WE didn't. It was done for us. In that hole were a dozen adult cobras. When a cobra is disturbed, in first second it coils, in second second it hisses, and in three seconds it has struck and bitten. We got out before we were bitten. Standing on rock above, looking down into that hole, we laughed at their failure to get us. But the following thirty minutes we sat down in a cold nervous chill, even tho temperature was 120° in the shade.

That surely was a close shave, if there ever was one.

On another one of our B.J.-WOC tours, we took a party of 140 people to the Hawaiian Islands. We arrived on the old Matsonia on Monday morning. In advance, we engaged cottages across the street from Moana Hotel.

On Monday afternoon, Honolulu Advertiser came out with a

special, stating that Kilauea Volcano, on the Island of Hawaii, 124 miles away, had suddenly come into a violent eruption. It must be remembered that hundreds of people go to Honolulu and wait for months to get a chance to see such.

Tuesday night, we had the entire inter-island boat engaged, with all its cabins. We arrived at Hilo, on the Island of Hawaii, Wednesday morning. In advance, we engaged *every* automobile on the island to drive us thirty miles to Volcano House. We had engaged every room and cottage of Volcano House. We stayed Wednesday, Wednesday night, and all day Thursday, and came back to Honolulu Thursday night on inter-island boat. On Friday, volcano went "pau," dead, done, thru, stopped. Meanwhile, hundreds of folks slept on decks, hallways, etc., on boat going, had to walk thirty miles to volcano, and slept on warm ground from heat of volcano even tho it is 4,000 feet high and quite cold at night.

We went down to Halemaumau, the Pit of Everlasting Fire, stayed there 24 hours watching the pit, 1,000 feet deep and about one-half mile wide, fill up and overflow its banks. Meanwhile, ground was trembling and huge chunks of banks would tremble loose and fall into the pit. Nobody knew whether or not the very place where our people were would break loose and drop into the fire, 2100 degrees Fahrenheit. If it had, we never would have reached bottom. Heat would have consumed us before we reached bottom.

Talk about close shaves — we did take risks, didn't we?

The Story of MOSAICS

Life is like a mosaic.

Imagine a boy gathering pebbles — here a red one, there a green one, then blue, then purple — all colors of the rainbow. Imagine him separating them, each color into a cigar box. Day after day, week after week, year after year he gathers pebbles, rocks of various hues. Finally he has hundreds of cigar boxes filled. He now resorts to them as to shapes — reds are round, square, oblong; each shape in a box of its own.

Why does this boy, young man, or man gather pebbles for colors, shapes, and sizes? Perhaps he doesn't know. It becomes a hobby; he takes delight in hunting new colors, sizes, or shapes.

Some day, some place, in some unaccountable way, an idea and picture flashes thru his mind. He sees an empty wall. He takes these pebbles and fashions them into a mosaic picture on that wall. It may take months or years to complete his mental picture on that wall. It may take months or years to complete his mental picture in physical form. But when he does, he has an artistic production worthy of the ages.

One can appreciate this more if he sees the mosaics in St. Peter's in Rome. Some of these cover empty hallways. At even a short distance, they look like paintings, yet they are pebbles of various sizes, shapes, and colors, picked up here, there, and everywhere by some boy, young man, or man who possibly didn't know why he was collecting them.

Life is like that. We think WE think NEW thots, ideas, and concepts. We like to pride ourselves thinking WE conceived something NEW out of space and time. Life, however, is not that.

Man's mind is a mosaic of pebbles of various colors, shapes, and sizes. He gathers them here, there, and everywhere. Oftentimes, he hardly knows he IS picking them up, gathering, sorting them in his mental cigar boxes. The gathering process is slow, methodical, so quietly accumulated he little realizes what is going on.

Suddenly, one day, it dawns upon him that he has hundreds of boxes of mental pebbles seeking expression, seeking tabulating, seeking to take form; needing sorting. His mind is like a jigsaw puzzle. Hundreds of incongruous, inconsistent pieces, are messed up in his mind without form, shape, or location.

Then one day, out of the blue, comes a picture that needs piecing together. He now goes back to his hundreds of mental cigar boxes,

picks up a blue square stone and places it; this is followed by a large round red stone. Gradually an idea assumes form, shape, and color. If he stays with it long enough, in a few years he may have correlated a philosophy, science, and or art of great beauty for all the world to gaze upon and admire.

Is it new? No! Every pebble, color, size, and shape was old. All he did was reassemble, rearrange, resort, and put them together in a new form and color arrangement, never placed in that form before.

As man walks highways and by-ways of life, he is gathering pebbles everywhere all the time. He may do so knowingly or unknowingly. If knowingly, he will sort them as to color, size, and shape, catalogue, file-index, and lay them away sorted, so that some day when he wants them he will know where to find them and how to fit them with other stones he gathered at some previous time and place. If unknowingly, his mind is a jumbled mass and mess. Nothing will come out of it because he doesn't know where to begin or doesn't know how to piece them together.

Many men are constantly building mental mosaics. Others gather stones, pile them in one heap and there they lie forever, without form or shape.

Life is a mosaic to some men. Other men see pebbles, stones, and rocks, and let them lie where they are. Some men SEE beauty in pebbles; others walk over them daily and let them lie.

Life can be a mosaic if we will it so. Are you building mosaics?

The Story of RADIO IN SIAM

On one of our trips to Siam, we learned there had just been installed Siam's first radio station. We were stopping at what had been the Royal Palace, which was converted into a hotel. Our suite was Her Imperial Majesty's rooms.

Upon inquiry, we found His Royal Highness, the Brother Prince to His Royal Highness King Prajahapok, was stopping in the hotel. We inquired whom we were to see about getting permission to visit the station. We were told it was His Royal Highness The Prince. We inquired if it was possible to see him. The clerk said he would see. We gave him our card, he sent it out by boy, who returned saying the Prince would see us.

His Royal Highness was in the gardens having tea with one of his wives. We were taken to the gardens by the boy, who, upon approaching His Royal Highness, lay prostrate on the ground, creeping up to within twenty feet but no closer, then, reaching up, handed our card to His Royal Highness.

In Siam, no commoner is permitted to look DOWN upon Royalty. The Prince being seated, the boy standing would necessarily have looked DOWN upon him. So he had to lie down and crawl up.

Here is where one is compelled to do fast thinking. Royalty is Royalty to them. Royalty are just so many people to us in a democracy. Should WE or should we NOT grovel on the ground, creep up; or should we stand like Americans we were, look DOWN upon royalty? We decided to be what we were — an American — and act as such. We walked up to the table, reached out our hand, and shook hands with both the Prince and his wife, like we would do to other people anywhere else.

We pulled out a chair, sat down, and talked about radio. The Prince was an Oxford graduate and spoke good English. He gave us a "chit" permitting us to visit the station. We spent that evening doing so. It was very crude, distinctly Siamese in manner, style, music; different from our ways and methods.

We later had an opportunity to visit again with His Royal Highness the Prince at a Siamese boxing match, when we sat next to him.

The Story of THE CHRISTIAN SCIENTIST

On one of our southern islands cruises, we were returning by way of Manila to Honolulu.

First day out was smooth as glass. We were asked to serve as chairman of entertainment committee. It was our job to take a look-see to find who was who on passenger list, who could recite, sing, play, talk, or do what-have-you, to entertain passengers night after night, enroute.

Amongst the rest was a Christian Scientist lecturer for the Mother Church of Christ Scientist of Boston. We asked him if he would deliver a lecture some evening. He said he couldn't, because "*it hasn't been authorized* by the Mother Church of Christ Scientist at Boston." We asked him to wireless and get permission. He said he couldn't "because they hadn't authorized his talk for *this ship*." We asked him to get that permission. He said he couldn't because "before he could deliver *that* talk it would have to be specifically authorized for this ship, a certain day." We asked him to ask for that permission. He said he couldn't because "each talk had to be word-for-word okehed before he could deliver it." We asked him to deliver the same talk he had been giving on his tour. He said this couldn't be done because "they had not authorized talks on board ships."

The second day out, the old Pacific became rough and stormy. We did not see our Christian Scientist speaker until day we landed at San Francisco. Our Cabin Boy told us he had been seasick all the time. Perhaps there was a reason why he "COULDN'T" deliver his talk. It was a case of MATTER OVER MIND!

**The Story of
INFIDELISM, AGNOSTICISM, ATHEISM —
“Where Are We?”**

Taken from the Book of Life, thirtieth chapter of experience, first paragraph of daylight to last of darkness.

“Infidel — one who does not believe in the (understood) religion; a disbeliever.”

“Agnosticism — the doctrine that neither the nature nor the existence of God, nor the ultimate character of the universe is knowable.”

“Atheism” — disbelief in or denial of the existence of a God or supreme intelligent being.” (Webster)

We have defined the terms. WHERE ARE WE?

We, generally speaking, includes man. Man is a part of the universe. Universe is God and matter of which we are a part.

We, strictly speaking, are the soul; for when that leaves, we are dead. Our remains are present.

We are and we are not an infidel, agnostic, atheist — all depending upon whether somebody else or we interpret Webster’s definition.

Lay people condemn unheard-of Chiropractic.

Lay people rarely analyze, look up, or define terms; hence don’t know meaning of words in daily use.

Mass of people understand words.

Medical people call “fake” anything that is not medicine; “humbug”, where surgery is taboo. WHY? Because mass does not know Chiropractic.

In ninety-nine per cent of homes, Bible is worn out long before dictionary. They read the Book, think they understand words, their meaning and use, and condemn others who use words properly according to dictionary.

We judge a man by what he says or does TODAY. We weigh him by definitions of words he uses TODAY. Suppose we use Webster as our standard TODAY.

Watch our illustrations and you will find we are not sacrilegious, altho you may entitle it according to our heading, but the growing demand that our beliefs and faiths are based ON FACTS.

When FACTS are known, KNOWLEDGE exists. When we possess KNOWLEDGE, faiths and beliefs disappear, for one is skeletal frame for substance of other.

God is pictured as a MAN; books refer to God as "He", "Him", etc. God must be either male or female, or both, or be a law, principle, or rule, be called "Thon", as "God" is the creator of all species and families.

Man compares all things infinite by himself — finite. If he can't, HE can't; then God can't.

If finite man is small, then God is like HIM except infinite in size; slightly larger but of same general form. God is a law and is neither sex.

Because we thus LOGICALLY AND REASONABLY emulate God, are we infidel, agnostic, or atheist?

God made man. Man becomes surgeon. Surgeon cuts. Surgeon cannot consistently be a God-fearing man.

Chiropractor's position.

Because we place God's infinity above man's finiteness, are we infidel, agnostic, atheist?

We know Christ to be a "Son of God," the same as you and we or our daughters are daughters of God, or the same as Buddha or Confucius.

Because we thus make God great enough to give all the attributes of divinity, must we be called an infidel, agnostic, atheist?

We don't believe Christ was dead when removed from the cross — for how could Thomas say what he did? We don't like to believe that either misstated.

We don't believe in "miracles". LAW has no miracles. When we understand law, miracles disappear.

Less law, more miracles; more law, less miracles.

"Miracle—an event or effect in the physical world beyond or out of the ordinary course of things, deviating from the KNOWN laws of nature, or transcending our knowledge of these laws; an event which cannot be accounted for as produced by any of the known forces of nature and which is therefore attributable to a supernatural force."
(Webster)

Christ healed. So have many others. All worked in accordance with "the God law."

If we know that God is great enough to work principles and rules, within us, without miracles, must we be called an infidel, agnostic, or atheist?

Christ "was a law-breaker." He broke precedents; deliberately, maliciously, and feloniously broke "laws" of Romans and Hebrews and because thereof He was crucified.

Beliefs and faiths in many gods were changed with the advent of Christ to the belief and faith in ONE God. Same God was "above" then, now, or before the time of Christ.

Must we stand condemned as infidel, agnostic, atheist, because of free speech or free thot, when Christ was searching for truth and preaching the same gospel?

The SAME God will judge us both.

We believe in the *legitimate* birth of Christ.

To have it otherwise is to condemn Mary and upset all embryological knowledge and law of births, AND LAW IS GOD.

Law, to be eternal, fixed, and a constant, must always be the same. It can't change to meet accidents or theories of life or religions.

Must we be an infidel, agnostic, or atheist because we desire to legitimize the birth of a great man — make his coming in accordance with law, rather than denying it?

We don't believe any religion the right one, as all are intolerant of others.

Christ was tolerant, even unto enemies.

All religions are good because all have a common purpose. We belong to one church — the church of God. The walls are everywhere — Thon's presence is always everywhere. Should we, then, be condemned unheard because we attend no church, follow no particular sect or creed, so long as we uphold the God work?

God is observable AS KNOWLEDGE in all of thon's products — vegetable, animal, or mineral. It is God's work to create; certainly our work to help them live according to God's law of life.

Are we infidel, agnostic, or atheist because we have solved a better solution than man had heretofore?

We have not improved law — but studied it to give it BETTER expression.

Knowledge is either inductive or deductive. There is more known educationally inductively than deductively; but the little known

deductively is more valuable to progression than all induction.

"Sabbath is the Lord's Day."

We concede to rest physically one day of the week is good; but to tell us not to work or we will be damned, then we refuse the accusation.

At one time man was jailed for selling bread on sabbath — he broke a religious commandment. God builds vegetables, animals, even the child in uterus on Sunday, as conscientiously as any other day. He who labors to improve mankind mentally or physically, thereby making better the spiritual on SUNDAY, is a God-like man and fulfilling the commandment to "Remember to keep holy the Sabbath day."

Is not EVERY DAY a God's day? Why not remember to keep the WEEK DAY holy? Do nothing on a week day you wouldn't do on Sunday.

Are we an infidel, agnostic, or atheist because our Sabbath is six times greater than yours?

We do not "believe" in foreign missionaries when there is much to be done at home.

You resent Chinese teaching Confucionism or Shintoism, but you intrude Christianity on them and demand damages when a Boxer uprising occurs and property or life is damaged.

We don't believe in mourning, sorrow, etc. If we go to a better land, golden wings, streets of gold and crowns, etc., then let us be joyful and happy.

"Do you BELIEVE in God?" We KNOW there is. Belief implies doubt — knowledge allows no doubt.

Chiropractically, we analyze our position in religion. Many religiously use induction to determine their position in religion.

Must we stand condemned because we desire to place a deductive process of reasoning to find where we are or where we should be without free thought or speech?

Our thoughts are different from the majority. If we thought the same, we would stand still. We would not care to light homes as did Caesar.

Sciences, arts, and philosophies progress. So must religions.

"Review the history of science, arts, and literature — it has been a constant progress. Take your lives. You have seen a series of changes in everything, and for means of emphasis we refer you to the plow that men used when you were boys, compared with the plow of today. See the scythe and the reaper of today. You know by history and perhaps by experience of the stage coach of

only fifty years ago. Today you travel in the lap of luxury in Pullmans. Seventy, eighty, or even ninety years ago you used a dish with oil in it and a rag hanging out. You burned that for light. Then came candle, kerosene lamp, electricity. Take the hand press where newspapers were printed by muscle. Today a sixteen-page newspaper is 'run off' at the rate of 400,000 per hour—by electricity. Then, again, wood engravings, where man toiled diligently by the hour, carved in wood the thing he wished to make an impression of. Today, in a half hour you get a copper plate much better than any wood engraving. Go to church. Years ago when church had music it was destined to go to hell. Today every church brings people in harmony with theological teachings. Years ago there was a constant cry of hell, fire and brimstone. Today there is little of that; it is the salvation of souls. A hundred years ago disease meant blood-letting; today we have Chiropractic.

"Look back and we show where you have been COMPELLED to keep in touch with progress or you were ostracized. You are, today, compelled by progress of your universe to do as they have done. Today, if you had continued to use the dish with oil to light your home, you would be an unprogressive neighbor. Would you be considered a wise man? You fall in line and use electricity. Would you say, 'I will not use the newspapers because they are not printed as they were when I was a boy?' What would neighbors think of you, and what would YOU think of YOURSELF? Would you, in this age of progress, return to the scythe? You would not consider that. Would you, today, if you wished to travel to California, jog along in a stage coach, spending month after month to get there; or would you rest in an easy riding Pullman and shoot along like lightning? We have shown briefly that you do keep in touch with the modern idea. Would you attend a church today wherein 'no music' was the cry, or would you prefer some church where the ear became in touch with harmony and listened with more interest to ideas, be they good, bad, or indifferent, that came forth? It is the spirit of progress that carries you on. Again, which would you do—go back to old ideas of blood-letting, or get the spine adjusted by a Chiropractor?

THE NEW RELIGION—ONE OF SERVICE

"Let us consider what one of the greatest men, Dr. Charles W. Eliot, for forty years President of Harvard says: 'He explains to the students of this Divinity school that its teachings of the Supernatural have been founded on a fallacy, and that God is the Great Unconscious, working toward the Conscious, with men as his chief instrument. Moreover, man should be the highest object of man's solicitude, and not God; since, if anything is divine, it is man, God does not so much need man, as man needs man.'

"The new religion,' so says Dr. Eliot, 'will not be based upon authority. The future generation is ready to be led, not driven. In the new religion there will be no personification of natural objects, there will be no deification of remarkable human beings, and the faith will not be racial or tribal. The new religion will not teach that character can be changed quickly; it will admit neither a sudden conversion in this world nor a sudden paradise in the next. The new religion will not think of God as a large and glorified man, or a king, or a patriarch. It will not deal chiefly with sorrow and death, but with joy and life. It will believe in no malignant powers.

"God will be so imminent that no intermediary will be needed. For every man God will be a multiplication of infinities. This religion rejects the idea that man is an alien or fallen being who is helplessly wicked. It will be a religion of "All Saints". It will respect all lovely human beings. It will have

no place for obscure dogmas or mystery. It will include and comprehend all persons of good will, for, after all, they alone are civilized.

"In past times, to the sick and down-trodden, death has been held out as compensation. The New Religion will not make such promises. In the New Religion there will be no supernatural element; it will place no reliance on anything but the laws of nature. It will admit no sacraments, except natural hallowed customs, and it will deal with natural interpretations of such rites. Its priests will strive to improve social and industrial conditions. The New Religion will not attempt to reconcile people to people to present ills by the promise of future compensations. The advent of just freedom for mankind has been denied for centuries by such promises.

"Prevention will be the watchword of the New Religion. It cannot supply consolation as offered by old religions, but it will reduce more of consolation.

"Pain formerly was considered a just punishment, but now human suffering will be attached surely and quickly. The New Religion will not even imagine the justice of God. Based on the two great commandments of loving God and one's neighbor, the New Religion will teach that he is best who loves best and serves best, and the greatest service will be to increase the stock of good will.

"One of the greatest evils of today is people working their hearts full of ill will to the work and the employer.

"The new religion will foster the new virtue—the love of truth. The true end of all religions and philosophy is to teach man to serve his fellow man, and this religion will do this increasingly. It will not be bound by dogmas or creeds; its workings will be simple, but its field limitless. Its discipline will be the training in the development of cooperation, kindness and good will."

With God thy father,
Man thy brother,
Oh, be thyself a man.
Each for himself,
Yet for each other,
Is God's eternal plan.

All Roads That Lead to God are Good

All roads that lead to God are good,
What matter it, your faith or mine?
Both center at the goal divine
Of love's eternal brotherhood.

The kindly life in house or street,
The life of prayer, and mystic rite,
The student's search for truth and light,
These paths at one great junction meet.

Before the oldest book was writ,
Full many a prehistoric soul
Arrived at this unchanging goal,
Through changeless love that led to it.

What matters that one found his Christ
In rising sun, or burning fire,
If faith within him did not tire,
His longing for the truth sufficed.

Before our modern hell was brought
To edify a modern world,
Full many a hate-filled soul was hurled
In lakes of fire by its own thought.

A thousand creeds have come and gone,
But what is that to you or me?
Creeds are but branches of a tree,
The root of love lives on and on.

Though branch by branch proves withered wood,
The root is warm and precious wine;
Then keep your faith and leave me mine;
All roads that lead to God are good.

—Ella Wheeler Wilcox

The Story of
MAKING RELIGION YOUR BUSINESS
or
MAKING BUSINESS YOUR RELIGION
(Outline for Colored Churches)

Our mother, Louisiana woman, born of the prejudices — 900 slaves.

We have employed colored people — good and bad, same as whites if not more so.

Dedicated church in Kentucky; notified by white-caps because of trying to help them.

RELIGION — is it a ritual, form, ceremony, for the hour only?

CHURCH — is it a meeting place, social gathering to talk about whites and the people for whom you work?

Make a business of your religion; make a religion of your business; make your daily job a religion.

Think and act God-like in all things, all days, with all men.

You may cheat, thinking you cheat the man for whom you work; but you're cheating God, and YOURSELF. Your conscience says so.

You may shoot craps; sit down when you should be pulling nails; you may pilfer things — but the fellow who is being kidded is he who walks under your hat.

Remember the week day, to keep it holy. Why pray cream on Sunday and live skimmed milk the rest of the week?

A WORKMAN, honest, sincere, conscientious — black or white — never has to beg for work, position, pay. The job is hunting him.

There are possibilities in your race the same as in the white. Other men step up your people the same as we have. What your forefathers were is not YOUR fault; what you are today, IS. What your children will be tomorrow, is your responsibility.

You are held down by precedent. Each of you can break it, IF you will set your will at work.

Possibilities of the colored race are immeasurable — lower the scale, more to be done, the greater the victory when won.

Worth wins its position ALWAYS — black or white.

Make your religion real—a real, throbbing, pulsating, live thot—every hour, in every act. You can become master of men.

COLOR of skin does not decrease value of a valuable thot or decrease measure of public service.

Bud—Honest, sincere, industrious. We have stepped him up and will go further.

Ben—Slow plodder, honest, talks back (and we like it) but he is always there and finds the dirt in corners.

Ninnerva—world-travelled, observing, keen on reasoning; there is a future for him.

Gene—a hustler. He makes all rustle. Always on the job, early and late, thinking and working for the man he works for.

Lon—dear old soul, on the job. No matter what, he does it as faithful as our St. Bernard who saved other lives. Winter or summer, cold or hot, never a grumble, grunt, or belly-ache; he does the chore with a smile.

You are kind, thotful, happy, singing people. Let it flow and slop over everywhere.

You need not so much to realize the ideal as to idealize the real.

The Story of HIGH COST OF LIVING.

(Delivered to Davenport Merchants During World War I)

You have a **LONG TALE CUT SHORT**. It gives you **FACTS AND FIGURES**. Review it for a minute.

It takes **BIG** men to accept truths. Many avoid truths because truth hurts. We wonder if we can tell some vital truths and if you are **BIG ENOUGH** to accept them.

The PSC brings 5,000 people to Davenport every 18 months.

One out of every eleven in Davenport is a PSC buyer. The PSC brings five millions of dollars annually to Davenport.

A large share is now leaving Davenport. **WHY?**

That's one reason we're here tonight. Davenport is our home. We're for Davenport and we want everything in Davenport to do well. We're putting **DAVENPORT** on the world map and we want to keep it on, once we get it there.

1st. No rooms. This has been remedied — thanks to McCarthy, the Commercial Club, and newspapers.

2nd. Extortionate profiteering in rentals. This has not improved because of opening so many new homes.

3rd. High cost of living; unreasonable charges for all living.

Student has everything going **OUT**; nothing coming **IN**. That man buys more carefully than if he were earning money. There are Sears Roebuck and Montgomery Ward catalogs in most of our students' homes.

Davenport prices are higher than any other city — no commodity excepted. Five thousand of our people from every state and city say so. Whether you or we like it, admit it, think it right or wrong, or think to contrary, is not here or there. **HE IS THE BUYER**. He has made this conclusion based on same things in other places. As long as **HE** thinks that, you drive him elsewhere to buy.

As disloyal as it may appear, we are of same opinion and have been buying in Chicago and New York those things we should have bought here. We can buy there, pay freight, and still save twenty to fifty per cent.

This cancerous growth of buying elsewhere has been growing in Davenport, particularly in our people who lived elsewhere

yesterday, move here today, and buy both places under same conditions.

If you don't know this, then it is our duty to tell you. If you do know this, and have taken no action to correct it, you are derelict in your duty to Davenport.

It takes no little courage for us to spend money to get you here, and then feel it our duty to tell you these truths.

Face the issue squarely:

Here is an organized community buying spirit of five thousand. Where do YOU want them to buy? YOU must get it out of your heads that WE are a community to gouge.

Standard Oil, Ford, Woolworth, Federal Bakeries, Motion Pictures, Ready-made Houses, Washing Machines, etc., made big men because of BIG visions with BIG working principles.

NOT HOW LITTLE FOR HOW MUCH, BUT HOW MUCH FOR HOW LITTLE.

If you are small, your business is small and your business will never rise one dollar above your vision — IF you use a small business vision.

If you are large, your business will rise millions above your vision — IF that vision is large.

The difference between one large and one small business is the large and small man behind it, and that size man is his size vision.

Our policy is **HOW MUCH FOR HOW LITTLE.**

YOUR policy is **HOW LITTLE FOR HOW MUCH.**

These policies clash with our five thousand buying people.

Our policy is catering to the world.

YOUR policy is catering to Davenport — and not all of that.

Show us any other Davenport enterprise that is catering to the BIG vision, such as Gordon-Van Tine, Voss Washing Machine, Bettendorf Cars, and we'll show the **HOW MUCH FOR HOW LITTLE** vision.

Reflect one moment.

Fifteen years ago, an outcast; credit shot; cleaning up other's debts.

Today, you sit in the world's largest non-medical institution.

Ninety-five per cent of this growth has been made in spite of rather than because of your help, commercially.

It proves that the working principle of HOW MUCH FOR HOW LITTLE will take care of an outcast and create a demand for his goods.

There are times when optimism must give way to cold facts — and this is one.

It's not what we think that counts — it's what five thousand buyers think that hurts Davenport.

Many of you have recently cancelled BIG contracts. You know why!

You have been uncertain what or how much to buy. You know why!

You have tried to worm around to find out. You know why!

Sears Roebuck and Company have recently sent to Davenport a District Manager. THEY KNOW WHY!

If he organizes our five thousand buying capacity, he will find the field highly fertilized, manured well by you, thru which he will ship in by the carload.

Don't feel that we are unduly alarmed. Many people can't see the possibility of losing the horse until it is stolen. Davenport, commercially, is hard on the rocks so far as The PSC is concerned.

We have used our free feed dinner as the means of getting you together to cause you to face the issue. We like you and we love Davenport. Is there a way you can save yourselves?

No one wants to admit to another he has profited. That's why you can cooperatively correct this evil.

After the business is organized and going to Chicago is a poor time to try to hold it in Davenport.

We have been called upon and urged to go into this movement several times within the last year. Being loyal to Davenport, we couldn't consider it. Staying loyal, we won't consider it. Whether or not it will get out of our hands, be organized in spite of us, rests with you and your prices in the future.

Lost confidence is hard to restore. After all, it isn't what we think that counts — it's what the buyer thinks.

Caveat emptor to caveat venditor.

The Story of •
KIDDING OURSELVES

(Fourth of July "speaker of the day" at Hanover, Illinois.)
Met by "reception committee" of one.

"Are you THE GUY who is going to speak here today?"

"Yes!"

"Well, I'm THE GENTLEMAN who's going to introduce you!"

CONFIDENCE is the greatest sales agent and argument —
CONFIDENCE of buyer in seller.

CONFIDENCE of buyer is gained in seller when seller has established CONFIDENCE in himself.

CONFIDENCE of seller in himself is established WHEN HE SELLS HIMSELF TO HIMSELF.

Passion Play at Bloomington

- first year, scheduled six plays and produced nine;
- second year, scheduled eight and produced ten;
- third year, scheduled eight and produced fifteen.

We SOLD OURSELF TO OURSELF. Of course we were not without motive — we got five tickets and five luncheons.

Interested Mr. Darrah in Abraham Lincoln

- two years ago;
- this year at Honolulu;
- Lincoln Caswell.

WE SOLD OURSELF TO OURSELF. Of course, we were not without motive.

Biltmore Homespun

- fifteen-minute talk over WOC;
- 2300 inquiries;
- 800 suitings sold.

WE SOLD OURSELF TO OURSELF. Of course, we were not without motive. We got a suit for Christmas.

The Christ message. Need of humanity.

WE SOLD OURSELF TO OURSELF. Of course, we were not without motive. What it is, is yet to be brought out.

B.J.-WOC tour to Zion National Park

- an all-inclusive, one-price tour;
- two weeks' trip, limited to 150 people.

WE SOLD OURSELF TO OURSELF first. Of course, we were not without motive. We received fares for two.

If you cannot reason thru to where YOU are satisfied you ARE rendering a big and valuable service to man you are trying to sell, don't try to sell him, for you are KIDDING YOURSELF.

If you can reason thru to where you ARE satisfied you CAN render him a big and valuable service, you WILL sell him because you are SELLING YOURSELF.

SELLING OURSELVES TO OURSELVES:

- make our minds think thru to the ultimate
- make our eyes meet eye-to-eye
- make our tongues ring true.

We are salesmen broadcasting stations. People are buying receiving sets. What we radiate is what they absorb. What we broadcast is what they receive — the unseen, unheard, unknown is the true and real.

The inside that is real has more sales value than the outside that is sham. You can't fake WHAT IS INSIDE. You may think so, but you are KIDDING YOURSELVES.

Quit kidding yourself — sell yourself.

The Story of SUNSHINE AND SHADOWS OF AN ORGANIZATION

In this story, we are going to speak frankly — yea, very frankly. It pays from every angle when viewed and studied in the sense of justness to issues as vital as that which confronts you and us.

At outset, let you and us believe that what is said will be said in a constructive and modest way; that anything we say will be sincere and honestly said. If YOU do that, we WILL get somewhere and give YOU and US what we BOTH need.

We are satisfied that the field — and this means conservatively ninety per cent of Chiropractors — are agreed that we ARE the leader of the Chiropractic international movement; that within us are concentrated, more than in any other fifty men, the vision, a working method, and execution of that ideal into workable value.

How do we know? Thru letters from fighters and friends, who agree and disagree; who write us as frankly as we write them; those who tell us to our face, and those who tell us what others say to our back.

We get it thru correspondence and frank reports which we gather from the field by means of resolutions and opinions expressed at various conventions. The "Get This" sheets also say it.

What is meant by "vision?" It is the foresight to see destinies that lie ahead; dangers that beset us; forthcoming shadows and reasonable interpretation placed upon them.

What is meant by "working method?" It means ferreting leaks and errors, ways and means, financial backing, publicity, modus operandi necessary to put "vision" into execution.

What is meant by "execution?" Making the thing WORK. Some dream, some execute methods, but not everybody can combine the two and "put them over."

We are satisfied the field at large — and this conservatively means ninety per cent of practicing Chiropractors — are agreed that The Palmer School of Chiropractic is THE largest, best, most practical CHIROPRACTIC school in the world. We think, all think, that more CHIROPRACTIC of a vastly purer type can be bought here by a prospective student than in any other institution. We believe all "Chiropractic" schools SECRETLY believe that. We believe all "Palmer methods" schools admit this, privately if not publicly.

We know this true because most everybody knows we are on top of teaching staff of this institution all the time directing their

thoughts, energies, and activities. We know the field knows we are constantly directing the thinking propensities of our faculty, instructing and building them into one hundred per cent teachers of our multitude of practical ideas.

We are convinced ninety-nine per cent of the field are more than thoroly sold to the fact there is but ONE protective agency in America that can and does mentally, legally, financially, and consistently make good year after year — the ICA.

Why do we think that? Because everybody who is just to CHIROPRACTIC has never had cause to regret or to renege one thing, or has had aught to complain of in actions of the ICA thruout its years.

We are convinced the field looks to the ICA to save the field. They look to it in criminal cases, malpractice cases, national publicity, and many other ways.

When it comes to thinking and planning Chiropractic and its advancement, working legal and legislative life and justice, to us you hand the palm. When it comes to an unselfish service being rendered by one man, to all, you know we have no equal.

Before we go further, let us withdraw one idea creeping into your minds which we asked you to think, at the beginning of this epistle, viz., we are "modest" over the way we paraded our standing in the profession. You are thinking that, while we may be sincere and honest in these statements, we are immodest in saying them.

We are merely the office holder of an international trust born into us by our father, and early we found ourself ENTIRELY INADEQUATE TO HANDLE THE JOB; WE FOUND OURSELF TOO SMALL and of too small an intellect to carry this movement of pushing Chiropractic to the front. The job was too big for us to swing; our capabilities were limited; our experience beggardly; our resources small; our mental capacity shallow; our business opportunities too circumscribed for our vision of service.

At the end of a year or two, many years ago, we found ourself with a mountain on our hands and a teaspoon with which to move it; an international movement of service to the human race, with one small feeble body to carry it; a great, big, inward surging and propelling motive to save a sick world, with a bankrupt mind and untrained hands to do it.

It IS true we felt the great, big, inward urge and had a young incompetent outward shell with which to do it. There was but ONE thing to do, viz., SURROUND OURSELF WITH MEN WHO COULD, WOULD AND DID GET OUR VISION and

thus MULTIPLY OUR USEFULNESS BY MULTIPLYING MEN WHO COULD HELP. So, we have been gathering those big men.

Year after year, we gathered the same type of big, principled, true and tried men, to help the teaching staff of this school. In building this organization of something like 350 men and women, there is no "boss"; for in this movement there is none. They are "helpmates", which means they HELP us and WE help THEM. There isn't a day that we don't take a fall out with some of them; and, bless your soul, there isn't a day but what they take fall outs with us.

Take, for example, Chiropractors, by and large, as they come and go, in the field as well as those in schools or those running schools. Here's one man who eats onions; we don't. Yet we both eat Chiropractic all day, every day. Onions might separate us if it weren't for Chiropractic which unites us. Onions are small things to separate men; but Chiropractic overshadows dissolution and produces union.

Another man does not believe in transmigration of souls; we do. We don't care what he thinks, neither does it matter much to him what we think about it. We are interested in him; and all he is interested in, in us, is to know we BOTH are interested in CHIROPRACTIC.

One man is Catholic and bows on bended knees before the Pope. He has a right to that. We don't believe that way. We have a right to our way. We both look high to Innate and bend low to adjust subluxations.

There's the man who's a democrat because his ancestors have been. Others are socialists. Both have rights. We believed in Henry Ford for president. That's our right. This constitutes a difference of opinion. Yet, if a CHIROPRACTOR ran for office, even though it be so humble as a county coroner or so elevated as governor, we'd all agree to vote for HIM. .

There's the man who graduates from some other school. He has a right to go any place he pleases. And when he graduates from there, he has a right to be proud or ashamed of the fact. He also has a right to advertise the school he is from or keep silent about it. We think he SHOULD advertise it. He thinks he SHOULD NOT. But we both agree that CHIROPRACTIC should be advertised to educate people.

We advise our graduates to put "Graduate, The Palmer School of Chiropractic, Chiropractic Fountain Head," on everything. They should be proud of that fact. Others say we discriminate

AGAINST them. We say we make ourselves stand out. That's a difference of viewpoint on selling value of a trademark. This is a difference, but when it comes to CHIROPRACTIC we are agreed upon Innate, subluxation, and adjustment.

Some think the way to save Chiropractic is to legalize it any old way just so they get a license. The ICA thinks the right way is hardest now but safest in the end. When CHIROPRACTIC is in jeopardy, we are agreed it should be saved and the ICA is able to do it.

There are so many ways on many things by which one person can disagree that we wonder how any man can agree with any other; yet where there is one all-dominating and all-actuating motive, all those who DO agree on THAT ONE THING could be friends, still maintaining every other difference of opinion.

One man may be a Catholic, another a Methodist, yet BOTH MAY BE CHIROPRACTORS, and so far as CHIROPRACTIC is concerned can belong to same state association and to ICA and help national publicity and save Chiropractic, legislatively.

One Chiropractor—a Catholic, Knight of Columbus, and a graduate of a certain school; another—a Methodist, a Mason, and a graduate of The Palmer School—may be arrested, hailed into court, and tried. To the court, it matters not from what religion, lodge, or school he hails, neither does it matter what one or other thinks on millions of things; he will be tried BY SAME LAW, defended by ICA, as would any person who believed something else on those questions. The court tries a man by yardstick of MEDICAL LAW, the ICA defends by yardstick of CHIROPRACTIC and his service rendered in maintaining right of sick to get well.

Year after year, thousands have seen results that Chiropractic secured. They have seen a selling value to the name. Some have tacked on the name and knew NOTHING about Chiropractic. Some have taken mail courses that ground out diplomas week-ends. Some have taken a "course" from a traveling show that hesitated in one town and passed on to another. Some bought a diploma without going to any school. Some took a summer course between vacations. Some came from good schools and began slipping and sliding until they stooped to anything to beguile the sick to make money. When all the "some" are added together, it meant an aggregate of thousands who called themselves "chiropractor" which, in aggregate, was putting CHIROPRACTIC in bad with great mass that did not discriminate between him who WAS a Chiropractor and him who WASN'T.

They had no one agreed understanding on philosophy, science, and art. They had one dollar god before them, regardless of what

damage was done the sick who were searching health. This heterogeneous mass had no goal. They did not agree amongst themselves. There was no fundamental upon which they could join hands. Posterity was measured in terms of dollars to them today. This type tries to gather themselves together. No sooner do they gather than they disagree and refuse to agree. They agree upon two things: money and disgrace!

Year after year thousands of Chiropractors have been getting a single, common viewpoint of Chiropractic; building a mutually understood principle, all of which was thot out alike, joined hands alike, protected each alike, to perpetuate CHIROPRACTIC in its purity for posterity. It matters not that some are Jews, Gentiles, Catholic, Protestant; it includes every country, clime and creed. That which draws MEN AND WOMEN TOGETHER is their common agreement on CHIROPRACTIC. No one man can reach every subluxation, spine, or individual. It will take millions before the world will be served.

Men and women have been cementing themselves into one big whole upon which ALL AGREE and can and will grow stronger. Nationality, religion, or color is a means to an end. School he may have attended was his fortune or misfortune according to whether it helped or hurt him getting to that ultimate goal. It matters not whether he is from The PSC or some other school, SO LONG AS HE HAS CHIROPRACTIC IN HIS HEAD, HEART, AND HAND, AND AIMS TO AND DOES HONESTLY SERVE THE PUBLIC TO GET WHAT CHIROPRACTIC HAS TO GIVE. What else man believes is his private affair.

So this "organization" of which we speak draws together CHIROPRACTORS who have CHIROPRACTIC. They hail from every city, county, state, and country; from every school that is or has been; of various religions and policies. We are A MOTLEY CROWD ON OTHER THOTS, but we HAVE ONE SINGLE OBJECT WHEN WE GET TOGETHER AS CHIROPRACTORS.

ICA conferences, various state examining boards, all become an integral part of the organization that throws all into the pot for conference.

We know only too well that it is the general belief that when B.J. gets an idea, whether right or wrong, he gives commands and proceeds to use The PSC, the ICA, and everything else to "bull" it thru, whether wanted or not. And, should anybody protest, he rough-shods over them without mercy or consideration.

You would think, to hear about this "one-man rule-or-ruin" talk, that we were an incorrigible child, we desired only to attain the

end even tho we rode over the head of every Chiropractor to attain that end. It has been suggested we take delight in counting the dead we kill to fulfill the thot in mind. Somebody has said we would sacrifice every man in a State, we would put them all in jail as a means of showing personal power, thinking we attained greater glory in so doing.

Nothing is farther from truth. Everything done is thru conferences. We are a "party" man. When anything of weight is at hand, no move is made until all interested parties are gathered and cards laid face up, and then everybody goes to it until RIGHT THING is threshed and adopted. In conferences, B.J. sits at table as one unit. He is argued with, debated at, his opinions threshed with less mercy than anybody else. We sometimes think because it is WE speaking whatever we say is listened to with more intensity and is given ten times more mauling than ideas of anybody else.

A leader has SO MUCH to lose if he is wrong; therefore his friends are zealous of his judgment and proceed to pour and repour him time and again until they get him and his ideas right before they let him speak simplest language.

So, whatever we say, take it from us, comes from the conjoint essence of everybody, before we say one word. Conferences are constant watch-word around The PSC and it matters not how insignificant they might be. If you think the contrary, ASK ANYBODY AROUND THE PSC. Conferences are constant around the ICA, and it matters not how seemingly trifling they might be.

When 20,000 Chiropractors sitting on bleachers think B.J. is playing a two-sided game of baseball by himself, ask rest of two teams how little he actually amounts to. They'll tell you, with vehemence and right pronunciation of expression.

One man game? You wouldn't think so if you sat in conferences going on every day! More than likely you would make rapid inquiries to know what shooting is all about.

We know how many of you think. You look across space, you come to Davenport and look from outside. You see the president of The Dear Old PSC, the much honored man, who belongs to many associations, rides in a car, owns blocks of property, has an international reputation, to whom people come from over the world; whose name and fame is known far and wide — it all glitters like gold paint on a circus wagon.

You think of the man who has reached top of ladder, looking around and wondering where there are more worlds to conquer. Would that YOUR dream were true!

There are millions of things inside, behind scenes, under cover,

which you DON'T know. No man ever has reached the top who does not get there because everybody helps put him there; which, by inverse English, means that he boosts them up and he follows; which, by inverse ratio, means they all go up together. Going together, no one is leader, as they are on top together. And, going together, they stay together. Let one fall, all come down.

Individual after individual, group after group, committee after committee; money and more money — these are a continuous issue. Each one has its worries. Day after day they come and go, and help carry on. Do WE do it right? Do WE do it wrong? Time will tell. And time does tell.

Now comes a person, or group, perhaps committee of the faculty. They lay the strap hard. Blow after blow, hour after hour they tell us where the darned thing is wrong. We return thot for thot. After many struggles, sometimes for days, they may win. We win occasionally. Usually, these struggles to figure out right thing are in a quiet, persistent, firm, impersonal manner. This is especially true with our close organization. But if it is an outside organization, it usually comes with a personal, sarcastic, dogmatic spirit.

If our private office could speak, it would produce thousands of hours of heartaches, each of which was necessary; for, as we sow, so shall we reap. We do not regret a single one. We did the thing that necessitated we pay the price. We were entitled to what we got. The thing worth while is that we admit when wrong, profit by mistakes, and go on to greater things, holding only kindest feelings for the man who whips us when wrong, and speaks kindly when right.

Being at top may be beautiful when on public display, but back in quietness of private office is when heart bleeds for scars it carries covering years of intensified desire to render service. .

Man rises only as he pays the price. For every step up, there are two steps downward. For every smile there are many sorrows. That man who wins with friends in spite of certain types of people, rather than because of them, sweats blood every inch of the way. This business is no different from any other.

Chiropractic is a version of service, a message of futures, which you are as vitally interested in upholding as we. It's a trust all hold high and regard dearly; and none is so small that he would sell himself for it; yet none is so high but what he is subject to hardest of criticism if it is done.

Every person in this school and field organization, from men who have been with us in building its strength, from those upon

whom we depend most and who are closest to us, to every PSC department head or employee, feels free to walk into our office and give us a sharp calling down as frank in its brutality as we do to them. Thousands of hours are spent in "taking our medicine" from PSC messenger boys to every man and woman in The PSC and ICA; from students in school who tell us in no uncertain terms how this school is run wrong, how the philosophy, science, and art are fundamentally subluxated and they have rehashed it and made it right; on up to every graduate of this and every school who tell us in sharp language how we ought to do things. They may be right! Who knows? We may be wrong! Who knows? This much we do know: unkind words are cheap, especially when they come from those who criticize the man who does. Right or wrong, suggestions, advice, and abuse heap themselves upon us for TRYING.

Our constructive fellows come to reason. Our destructive friends write mean letters. Fellows who don't care stand on sidelines and throw bricks. Whatever we do that brings friends or breeds foes, it's a part of price we pay for rendering service. It is ONE OUTSTANDING CARDINAL VIRTUE OF THIS INSTITUTION AND ITS EVERY DEPARTMENT OR OTHER ORGANIZATION WITH WHICH IT WORKS, that the president of The PSC and ICA is not above criticism and welcomes it, even tho it hurts.

Now that we have laid down facts, we want to say we receive them from the field in the same true and accepted sense.

There isn't a day but what we get our flappers trimmed, beak cut, claws pulled by their roots — and we take our medicine from field in same constructive and sincere manner in which sent. If RIGHT, we are quick to acknowledge and give full and just credit. If WRONG, as we see it, we do not hesitate to speak in same unbridled sense, so you will understand. And, betwixt and between this frankness between people carrying on this international movement, Chiropractic has prospered and profited far beyond our dreams.

We started by saying we were the recognized leader of this Chiropractic movement. We now declare this is not because we think of ourself in terms of egotism, because no one knows more than we that this movement would have been but a ONE-MAN MOVEMENT had one man kept it to himself and tried to put it over alone.

This is a B. J. Palmer, PSC, ICA, every school, every Chiropractor business. We get what we give. More coal, more heat! More thot, more results! Better service, more boosts and bawling out!

Every person who has had ANY hand in the work — be it large or small — is a working principle of completed product.

We epitomize what our organizations and their conferences think, say, and do. We speak what all think and come to a conclusion on. We are outspoken spokesman of sum-total of lickings and praise that come into and go out of hopper of which we are only one atom in conjunction with thousands of atoms.

Pershing may have been the general, but what would he have been without officers and their viewpoints, privates and their opinions, guns and their action, munitions and their power, money and what it would produce? Leadership consists of nothing unless supported by followers.

If B. J. Palmer is leader of the Chiropractic movement, he attained and maintained that leadership thru confidence and support of majority of field practitioners. The Chiropractic movement has been eminently successful because of loyalty and support of majority of men and women representing this profession. To assume we are the Chiropractic movement or that our labor would be in slightest degree effective without cooperation of boys and girls in school and field, would be useless as it would be absurd. You have good sense to realize every movement must have defined policies. No symphony orchestra can be successful without harmonious blending of every instrument. Instruments are blended by following a recognized leader. Much work done by each instrument in orchestra could not be done by the leader. Each individual in his place is master of a certain instrument. You are masters in your activities and in your particular sphere.

Chiropractic has been sold to millions of people in the United States. It has been sold by rank and file because this rank and file have shown to the public logic of the Chiropractic premise. If we deserve any credit for success of Chiropractic, greatest credit should be given to ability to gather around us the kind of men and women in whom you have confidence. Without this confidence, your confidence in leader would be seriously jeopardized because these men and women are representatives. Furthermore, these men and women have been made and are sustained by you. Nothing could be done without field practitioners. You are the backbone, heart of entire program, and if you were taken from us we should indeed be helpless.

At times we speak in such a manner that you feel justified in condemning us for egotism and poor judgment. As to egotism we have laid facts before you. As to poor judgment, that is a matter of opinion and our only answer must lie in the record you made under our leadership. No one can be right constantly.

All of us have made mistakes. When a leader makes a mistake, however, it is severely censured; it is rarely forgotten; while same mistake in another person would cause but passing comment.

Captains were known long before steam was harnessed. There were many, and each was capable of producing certain defined results with vessel at his command. The captain is combined expression of many minds. He is not motive power of ship, although he directs that motive power. Let him direct it wrong for long enough time, and disaster is inevitable. No captain can maintain his position long, whose ability is not big enough to cope with throbbing engines below water line. You are those engines. You are motive power of Chiropractic profession, and let no one say that the leader of the Chiropractic movement is not cognizant of that fact.

If our work is well done, you sustain us in our position; if it is done poorly, we cannot hold the throttle long. In final analysis rank and file in Chiropractic profession speak final word, just as people of United States are final word in making of its laws. A weak leader may be at helm for a time, but vital questions are not settled until people have spoken. We know enough to realize when time comes that the profession feels we are leading them astray, and that our leadership is unwise and dogmatic, just that moment, by very law of cause and effect, we will be displaced because we will have failed to deliver service you have a right to expect from your leader. That we are now leader of Chiropractic international movement is only reason we have to prove that you Chiropractors feel your confidence has not been misplaced.

B. J. Palmer deals with every helper in a perfectly frank manner. Every helper deals with B. J. Palmer in same frank manner. If he is wrong, he ceases to be leader. If he is right, he gains leadership by acknowledging HIS wrongs and acknowledging rights of OTHERS. That is the ONLY way that generalship can be gained and, once gained, held intact to put over a war or a campaign of rights of sick to get well.

What's wrong with us?

You have heard us give credit to all friends who, thru conference, form policies and programs by which Chiropractic moves upward and forward.

What's wrong with us?

We have sacrificed 55 years — dedicated and consecrated ALL to this international movement which aims to make certain the right of the sick to get well.

What's wrong with us?

If all we have said, in statements made, is true — then what's wrong with us? We are sincere, honest, conscientious. We know that as no other does.

What's wrong with us when we do not sell 100 per cent Chiropractic to 100 per cent Chiropractors?

What's wrong with us when we can't sell ourself to you?

The PSC has fought unflinchingly for 55 years to establish specific, pure, unadulterated Chiropractic to practitioners.

What's wrong with us — that we don't get it over so THEY understand it?

The ICA stands on the unflinching right of posterity to get Chiropractic in its purity, to help those who are sick get well.

What's wrong with us that we don't sell the ICA to every Chiropractor in America? Every Chiropractor needs malpractice protection. What's wrong with us that we don't sell them that idea?

Every Chiropractor should get the BIG IDEA of helping every other Chiropractor, as Chiropractic is a service for the human race. It is not a geographical right.

What's wrong with us that we don't do what we should; that we should say, but don't; that we should explain, but can't?

One man recently said we are too distant, not friendly enough, should be more democratic! Is that a wrong?

If B.J. is sincere in wanting to make a sick world well; if The PSC wants to teach the race to be healthy; if the ICA wants to establish the right of the sick to get well and the right of Chiropractic to be handed down to posterity in its purity, then you would be rendering a service to B.J., The PSC, and ICA to tell each or all the things WRONG WITH THEM. A just, considerate criticism will help us put over that message.

Tell where they fail, how they fail, and why; explain what to do, how to do it, and why. In doing these things you help put over their message.

If what we have said before is true, then YOU are a part of The PSC, ICA, and of the organization which we have builded together.

If that is true, telling us what's wrong with us will help you and yours.

If that is true, telling The PSC what's wrong will help your Alma Mater.

If that is true, telling the ICA what's wrong will help sustain the defending organization that sustains YOU.

The Story of STIMULATION – INHIBITION – RESTORATION

Everything past, therapeutical.

Everything future, anti-therapeutical.

Therapeutically speaking, there are:

first, patient

second, physician.

Anti-therapeutically speaking, there are:

first, patient

second, Chiropractor.

Does M.D. cure his patients?

Does medicine cure disease?

Does surgery permanently prevent disease?

NO!

Does Chiropractor cure his patients?

Does adjustment cure disease?

NO!

Does patient get well with drugs? NO!

Does patient get well with adjustments? YES!

WHY?

Can it be patients are same?

Can it be that process is same?

Can it be that results can be different?

Suppose we had same patient

same doctor

same process – would we or would we not get
same results?

Suppose we had same patient

different doctor

same process – he'd get same results.

Suppose we had another patient

another doctor

same process – we'd still have same results.

Results depend upon process used; patients are ones it is used
on; doctors are the users.

Physicians' patients do not get well.

Chiropractors' patients do get well.

WHY?

Could M.D. learn to be a D.C. and do what we do?

Could D.C. learn to be an M.D. and fail?

If one or other studied process of other, he could or could not get same results.

A patient with constipation goes to physician.

What's the process? Stimuli, stimulus, stimulation.

What are results? Bowels move ONCE only.

A patient with diarrhoea goes to a physician.

What's the process? Inhibiti, inhibitus, inhibition.

What are results? Bowels check ONCE only.

What's the continued process? Increasing power of the process.

What's the result? Continued spasmodic, as above.

A case of constipation or diarrhoea goes to a Chiropractor. Adjustment is given.

What's the process? There are those who argue that Chiropractor stimulates or inhibits some nearby nerve-center, because Halliburton or other physiologist says "stimulus or stimuli is afferent or efferent physiological natural function."

Chiropractor neither stimulates nor inhibits. He adjusts to RESTORE.

Use SAME process, you'll get SAME results. Getting different results, process must be different. If all Chiropractor did were to stimulate, then all he COULD get would be physician's results. Getting more and permanent results, conclusion is that method and purpose have fundamentally changed.

Physician treats disease by aiming to change pathology. His drugs are intended to reach seat of *disease*. His drugs desire to stimulate or inhibit *tissue affected*.

Do Chiropractors do that? Imagine Bright's disease; do you intend to *stimulate kidneys*? Imagine diabetes; do you intend to *inhibit kidneys*?

Chiropractor adjusts subluxation. WHY?

1. to reverse concussion of forces.
2. to reverse effects.
3. to align malposition.
4. to increase foramina.
5. to reshape its diameter and circumference.
6. to release pressure.

7. to increase diameter and circumference of nerve.
8. to increase its carrying capacity.
9. to permit RESTORATION of mental impulses.
10. to reestablish cyclic currents.
11. to permit coordination between brain cell and tissue cell.
12. to connect mind with matter.
13. to make expression equal to source.

HEALTH IS THE RESULT.

Can good be made gooder? Can honest be made most honest?
Can dead be made deader? Can that which is normal be made most normal?

You can stimulate only that which is subnormal; or inhibit that which is supernormal. But restoration can occur to either.

That which stimulates or inhibits must be applied *on effect* or at place where its opposite exists and with intent of inhibiting stimulation or stimulating inhibition, or aiming to modify it in degree — reduction, if high; elevation, if low. Normal can be neither reduced nor elevated.

Chiropractor adjusts vertebral subluxation, RESTORES from vertebra to effect that which is between brain, vertebra and body.

Definitions sustain our position (Stedman's Medical Dictionary) :

STIMULANT	— an agent that arouses organic activity, strengthens the action of the heart, increases vitality, and promotes a sense of well being. Stimulants are classified according to the parts upon which they chiefly act — as cardiac, respiratory, stomachic, hepatic, cerebral, spinal, vascular, genital, etc.
STIMULATE	— to arouse the system in general or any special system or organ to increased functional activity.
INHIBITION	— interference in the cerebral pathways between an afferent impulse and the direct motor response.
INHIBITOR	— an agent which restrains or retards physiological action.
IRRITABLE	— capable of reacting to a stimulus.
IRRITANT	— an irritating agent; a stimulus.
RESTORATION	— replacement; recovery.

RESTORATIVE — an agent which promotes a renewal of health or strength.

In these definitions, there are three divisions:

1. what is done and where
2. how it is done and why
3. with what results.

Galvani interjected a muscle on path of a circuit of electricity; turned on current; muscles jerked. "Stimulus" did it. When repeated, it was stimuli. Act was performed thru process of stimulation. "From result attained ON THE DEAD, 'stimulus' did same on living."

So was it then, so is it yet.

Conclusion: there is one difference between dead frog's legs and live man's legs — electricity in one was artificially made, and man naturally made the other.

This action takes us into "reflex action" and "sympathy" as "the stimulus is that which incites reflex action into motion, and sympathy is that which tells reflex where and how to go."

Stimulation occurs only between ganglia, from one to another; from center to center; from periphery to a ganglion sympathetically.

It is not necessary to comment on results of stimulation (whiskey) or stimulation as a theory of physiology or as a treatment in therapeutics.

Restoration deals with a brain to periphery idea. It adds intelligence as a faculty considered. It sees releasure between that which is behind subluxation to that which is beneath it.

Electrically speaking:

O — (dynamo) — O — (switch) — O — (globe)

Have we stimulated globe, button, wires or current when we snap on button — adjusted current?

When stimulus idea originated, man was a physics and chemical being — when reflex and sympathy ruled.

RESTORATION is now the process when man is a triune being:

1. mechanics
2. chemics
3. psychics.

The three combined obliterate: 1. reflex
2. sympathy
3. stimulus or inhibitus.

Stimulus is a theory of physiology.

Symptomatology is physiology gone wrong; hence stimulation is treatment to symptoms.

Pathology is anatomy gone wrong; hence that which is given is a MATERIAL applied to pathology.

RESTORATION requires no symptomatology or pathology. It neither gives nor takes, but makes possible what is by adjustment of its parts. To RESTORE is to give to (1) mechanical its (2) psychical, so that its (3) chemical can be normal.

Credit is given, physiologically, to stimuli for raise in temperature.

With process of restoration, temperature is a consequence of action, which action was the result of resistance, which was the consequence of mental interpretation of impressions received, that Innate had exclusive privilege of resisting or not, as thon pleased. Thon resists that which is damaging and accepts that which is good.

All credit is given to impressant or excitant — brain "reflects" nothing; it is the initiator; it starts and ends.

When you raise question as to what a MIND may or may not do, it suggests that Intelligence is not gunpowder or dynamite.

When skin is touched with an external chemical, mechanical, electrical, or thermal condition, does that arouse Innate? If so, it is a stimulus.

If Innate is constantly on guard and utilizes internal forces to counteract or receive, give or take, it is not a stimulus but an impression.

If an impression irritates or excites a nerve center into chemical or mechanical reaction, it's a stimulus.

If an impression is mentally interpreted and Innate receives or expels because of good or bad tendencies, it's not a stimulus.

If an impression goes only to a nerve-center and is reflected back, it's stimulus.

If an impression goes to brain and Innate adapts intelligence into adaptative responses, then it's I.A. and not stimulus.

The PROCESS of "stimulus" is reasonable, consistent, possible, and only possible with objects or portions thereof when removed from the live organized unit body.

Stimulus or inhibitus is impossible with living body that possesses mind and thinks, reasons, and adapts.

Basis of physiology is wrong; therefore its experiments are theories.

Bases of symptomatology and pathology are wrong because they are based upon physiology.

Bases of symptomatology and pathology being wrong, then practice of stimulants or inhibitants in therapeutics is wrong.

Chiropractor remodels basis of physiology
basis of symptomatology
basis of pathology
basis of therapeutics;

hence knows value of the law of I.A., therefore accomplishes results that are permanent and lasting.

Question of process is based on fact.

Stimulation and inhibition, as principles, begin at periphery — effect — disease.

Restoration, as a principle, begins at epiphery — the brain — Innate — cause.

Stimulation and inhibition are physiological terms.

Physiology is based on physics and chemics.

Physics and chemics know no life — hence stimulation and inhibition are dead terms; as, dead one drinks whiskey.

Restoration is applicable to spiritualized matter — psychologized man — on the God expressing being.

This Chiropractic viewpoint modifies all that puts theory into practice.

The Story of SOLUTION OF JAPANESE PROBLEM

East is East and West is West
And ne'er the twain shall meet.
— Kipling.

Japan — size of Great Britain, or New York and Indiana combined — 68,000,000 population.

Every woman carries a baby on her back, usually one in her belly, and from two to five running around.

The country must expand.

They are expanding in Korea, China, Mongolia, and Manchuria. Where they will go, they do not know.

Every square foot is under intensive cultivation for thousands of years.

They "follow the ponies" literally.

"Honey wagons."

"The national air of Japan"; you don't hear it, you smell it. You don't stand up to it, it knocks you down.

Drink no water, because of unsanitary conditions. Eat no foods which grow above ground, because of fungus.

Raw fish — worms — clean out twice a year.

Bathing in bath tubs, out-of-doors. Sexes mingle.

Lepers in the Orient.

Kasatsu baths — 140 degrees hot.

Man kissing his wife in public — immoral.

Urination and defecation on streets in Japan.

Geisha girls — national institution.

Commercially, Japan wants us. People do not want war with us. Military party in control of government.

School educational excursions methods.

Ceremony of a public talk in Japan. Inaugurated noon-day talks in Japan, at Yokohama.

People are imitators.

Government sends students to all the world. They scour the world for ideas.

Money conditions quite stable. Commerce, transportation, and factories quite modern.

Country prosperous, but going thru Japan-Allied post-war slump.

Japanese people — thrifty, save all scraps; happy, singing at their work. Crowd the hour in that as well as labor. No labor unions, except where foreigners have introduced them. Work long hours — ten, twelve, and fourteen. Children work hard. Women work as hard as any man. Economical in food and dress.

Country is over-populated; therefore, many must support the many, on little. They must work long and hard and thoroly, because competition is unlimited. Being crowded and congested, they have little, because they can afford little; therefore, it takes little to please and satisfy them.

Every square foot on hill or flat is rigidly utilized and intensely worked to limit. Hence, it is natural they should "slop over" from this land to some other where there are millions of acres of untouched land — land of opportunity, possibilities galore.

What is it they bring from Japan to America?

1. Long hours. Daylight to lamplight labor.
2. Hard labor, putting two to three hours of mental or physical concentration into one; doing everything by hand and hardest way thru.
3. Economy. Nothing goes to waste. Everything is laid away, used, or worked into something.
4. Efficiency. Intense cultivation because of congestion for centuries, back in Japan.
5. Individual effort. They are not hampered by factional or union restrictions or constrictions.
6. Family support. Wife carries child and toils in field as hard as husband. Each child working at some saving or producing labor — all of which increases family income without additional overhead. Their "factory" or "shop" is their home.
7. Cost of existence. They live in "homes" sufficient unto their inheritances. They eat certain foods which cost a pittance. Their dress is simple but practical.
8. Education. Very practical — head, heart, and hand — at school, out of school, and at home.

Hence, here is what we find, where Japanese labor competes with American labor:

JAPANESE	AMERICAN
1. Long hours	1. Short hours
2. Crowded hours	2. Slack hours
3. Economy	3. Extravagance
4. Efficiency	4. Inefficiency

- | | |
|---|---|
| 5. Individual effort above par — necessary for existence. | 5. Individual effort choked and not necessary for existence. |
| 6. Every member a producer. | 6. One a producer — all others non-producers. |
| 7. Necessities without luxuries. | 7. "Necessities" plus luxuries. |
| 8. A coming generation with nothing to unlearn later. A unit that can live independently. | 8. A coming generation to be reconstructed when they begin to become independent units. |

Naturally, a conflict exists.

Jap gives much to get much; American expects to give little to hold all he once thought he owned.

Jap sees how much he can give himself for how little he can get; American sees how little he can give of himself for how much he can hold on to.

Odds are very unequal — all in favor of the Jap and his product.

Naturally, unless American changes his ways to those of Jap; or Jap changes his ways to those of American — there can be no reconciliation.

American must meet hour-for-hour the crowded hour, economical measures, individualistic efficiency. He must develop liberty of the unit, rather than repression by the mass. Every family member must be a producer. He must omit luxuries; make all education practical.

It's the conflict over again, between mentally alert and those who are not; physically fit and those who are not; individual effort and unions; industrious and lazy.

We have units that compare favorably, but as a nation we do not. Therefore, when a mass of their nation (all of whom meet these conditions) inject themselves upon us, we cannot compete with them.

It is beside the Pacific coast problem — which essentially is one of industry and commerce in competition — to say:

1. Hygienically, they are dirty.
2. Morally, their standards are not ours.
3. Religiously, they are superstitious (and this is a question of viewpoint). Shintoism; idolatrous worship of the son of the sun; ancestral worship; phallic worship.
4. Industrially, they are not progressive — they refuse to accept modern methods.

Fact still remains that we, without these four disadvantages, do

not compete with them. Or, we, with four better methods, should be more able to compete with them — but are we? How are we meeting competition? Refuse competitor right to own property; restrict competitor from coming to our country; restrict his market for his product.

When American will become his equal on things for which he enters competition with us, problems will be solved, and not before.

"NO INSULT TO JAPAN"

"A dispatch from Tokio asserts that the favorable report in Washington on the bill refusing entrance to America of immigrants not entitled to become citizens is arousing interest and indignation in Japan. Similar protests in the past have indicated that Japanese pride is hurt by such an attitude in the United States toward their nationals. Apparently they assume that we would bar them from this country on the ground of inferiority.

"National pride is a natural and proper thing. We honor the Japanese for it, just as we honor Americans for pride of country. There is no intention on the part of American lawmakers or the American people to insult the Japanese. We do not seek to bar them as immigrants because of any conviction of their inferiority; rather it is because of belief in their economic superiority.

"The average Japanese immigrant is a harder worker than the average American resident. He is more thrifty, more shrewd, more energetic, and more efficient than the American with whom he comes into competition. Those are not qualities of inferiority. They are qualities which would displace many American citizens and supplant them with Japanese. That is what we do not want. We have standards of living and of life which we do not want to see fall under such efficient competition. In our position, we believe, Japan would feel likewise.

"If, for instance, Americans could, through greater economy, energy and efficiency, go into Japan, obtain control of the silk trade and the rice trade and the tea trade, the Japanese government would bar them, and would be justified in doing so, not because the Americans were inferior, but because they were superior, and threatened disruption of Japanese life and institutions. Even now Japan limits very strictly American land holdings.

"It is for such reasons that we would bar Japanese immigration. There is no cause for hurt pride in that. We hope the Japanese diet will explain the law thus truthfully to its people."

(Chicago Daily Tribune, February 14, 1923.)

The Story of
OBERAMMERGAU PASSION PLAY

(Letter to Mr. Delmar Darrah, producer of the Passion Play, at
Bloomington, Illinois, now deceased.)

London, England, June 16, 1934.

Dear Mr. Darrah:

We promised we would write you our opinion of the Oberammergau Passion Play as it compared with your Consistory Play at Bloomington. We have now been removed ten days from Oberammergau and have had time for matured reflection.

When you wrote YOUR opinion, we made allowance for what we thought was possibly your loyalty to your production and your prejudice in favor of your own child. In this respect you would be no different from anybody else.

Fifty million Frenchmen couldn't be wrong; neither could the 5,200 people who twice a week go to Oberammergau. Yet we had no reason to doubt your sincerity and earnestness in making the statement to us about the comparison.

WE HAVE SEEN ALL THE MAIN AND IMPORTANT PASSION PLAYS OF THE WORLD AND THE ONE AT BLOOMINGTON BY THE CONSISTORY PLAYERS, OF WHICH YOU ARE THE DIRECTOR, IS BY FAR THE BEST.

Let us give our reasons for this all-inclusive and all-sweeping statement:

Oberammergau is not worth a SPECIAL trip to see. Travel is inconvenient, poor room accommodations, plain food, cold weather, cold beds and rooms, long tiresome sits on wooden chairs for a monotonous play, except for brief intervals of action.

Why, then, does it draw thousands from all countries in the world?

1. It's a foreign country, unique dress and unusual homes.
2. Travel agencies make money out of boosting it at no cost to the production and in their financial favor.
3. Pilgrims to the play seem to enjoy suffering privations and hardships to save their souls.
4. The simple, honest, and sincere life of the village actors, coupled with their historic and romantic vow; painted homes and unique appearance and dress, grip public mind and blind them to true value of the production by itself. They come "sold," arrive "sold," and go away "sold," even if it were a mediocre or ordinary

show by itself. If it weren't for the romance behind Oberammergau, the play would be flat.

The repeated, prolonged, drawn-out, monotonous prologue, speeches of the prompter (Anton Lang), and chanting of chorus of forty-eight voices took MORE than half of time between 8:00 and 12:00, 2:00 and 6:00. Anton Lang was good; singing was good; but neither had any place in the production. When any play is so poorly produced it must be explained, then the show must be poorly produced. With all of this out of the way, you put on MORE show in the afternoon than they do here IN A DAY.

Everything was told in prologue and song preceding each tableau or action scene, notwithstanding the script was in book, in English and German, and everybody was following the book.

As the day drew on, we found ourself growing disappointed and weary. The play grew to its climax, and we found ourself flattening out and losing interest.

Many might like this type of production. It might be considered excellent by many; but we did not like the manner of presentation. It might be Bavarian, but we were American. It might be proper for a youthful and uneducated child-like mind, but we wanted the play to be so obvious that it spoke for itself, even tho we could not understand German.

No miracle was introduced into the play, either in prologue, tableau, or action — such as healing, fishes, loaves of bread, walking on waves, raising of Lazarus, etc. We don't know why this important phase of the Christ life was ignored. You bring them in beautifully and compellingly.

The tableaux were beautiful. Coloring effects were gorgeous. All that Oberammergau puts on in tableau, you put in action. Here, many of the tableaux were out of consecutive order. You put them into action IN consecutive order and build up the story. We found ourself having to re-piece issues to make it sound sense with what we were seeing. You introduce MORE IDEAS in your 3½ hours than Oberammergau does in 8 hours.

Singing of chorus was excellent but fearfully overdone in dragging of time.

Acoustics were excellent, but amphitheatre seats 5,200 and was filled. Every voice is compelled to speak overly-loud. This takes away the most important and dramatic natural HUMAN appeal to spoken situations. This goes to the root of whether a Passion Play is something TO BE SEEN or TO BE HEARD; or TO BE SEEN AND HEARD. It goes to the further root of whether distance

lends enchantment of being far away from stage or whether close intimacy brings forth definite reaction of lesson desired. We prefer intimacy of Bloomington, for effect upon people. We will discuss this further.

Costumes were excellent, in good color. Scenery was extremely limited and very simple, even to duplication of many portions of sets. There were NO lighting effects.

The priest groups and mob scenes were unnatural. All shouted same words, in unison. A genuine mob would never do this. The object of unison of words is that they may be heard in the big amphitheatre. This made many of the action scenes unreal.

It was about two hundred feet from front of stage, back of apron, to rear of hall. To SEE, everybody used opera glasses; otherwise figures looked like pygmies. To hold opera glasses to eyes for hours is a strain that produced many a headache. Strain on eyes is also hard.

Production lacked, because of reasons given, those necessary thrills of high-pitched emotion which climaxes and tragic situations should produce to get over the lesson. Climaxes, as a matter of stage-craft, were weak.

In our opinion, the strongest character, as an actor, was Caiaphas. Judas or Pilate came next. Christus was unfinished. Two Marys were ordinary. When Christ arose from the tomb, he walked RAPIDLY, as tho he were trying to catch a street-car and was late. When he appeared and spoke to Mary, you would have tho he was hungry and was rushing to the dinner table. Details were not worked out for effect. However, this is just one item we found ourself criticizing about him.

The scourging act was VERY amateurish and unreal. Spear-thrust on cross was good. Hanging of Judas was a bungling scene and made a parody of it. If we hadn't read into it, it would have been a travesty. In ALL these scenes YOU have worked out detail so essential.

If the objective sought by the production of a Passion Play is to create an opportunity for travel, to take people from home for a long time, to permit them to think that great and worthwhile things come with long distance, and if the value of the play is to be measured in terms of environment — then Oberammergau is a good excuse. But if a Passion Play is a reproduction of a great world's tragedy and contains a moral and an uplift and destined to sear and burn itself into the heads, hearts, and hands of a present-day generation, that they might profit and learn how not to do some things — then there is NO comparison between the

way the production of Oberammergau and the production of Bloomington effect the multitudes.

From every standpoint of theatrical and human analysis, Passion Play at Bloomington does exactly what a Passion Play should do, with none of the defeating elements. From every standpoint of theatrical and human analysis, Passion Play at Oberammergau defeats what a Passion Play should do, and possesses an external environment which substitutes.

Every criticism we have made of THIS production does NOT exist in your production. We can now rest assured and satisfied you have by far the finest developed passion play in the world, and we are pleased to know that we have played some small part in helping that for which we even now have no regrets or apologies to offer. More than ever we can make words even stronger in the future.

We had a long chat with Anton Lang in his home. We stopped at the home of Andreas Lang, the Apostle Matthew. He rode to Munich with us in our private car the next morning. He is a delightful character, as is Anton Lang.

We love the town, its people, its romance — but having seen other Passion Plays we must be fair in making a just and worthy comparison. Therefore, the above.

To you, more than ever, do we again applaud for the marvelous structure you have builded in your play. We hope it may continue for many years. Your presentation IS making itself felt in a way which the manner of presentation at Oberammergau could never do.

The Story of "THE MASTER KEY"

(All quotations are from "The Master Key System" by Charles F. Haanel, 1919.)

(All words or language quoted in CAPS are our method of emphasis. All comments on quotations between brackets "()" are our method of correction of his incorrect statement or language.)

To understand living man, study the diagrammatic chart. The path of *efferent* flow of *Innate* function is from Innate Intelligence (1) TO Innate Brain (2) TO Innate Body (3).

The path of *efferent* flow of *Educated* function is from Innate Intelligence (1) to Innate Brain (2) to Educated Brain (4) to Educated Body (5).

The path of *afferent* flow of *Innate* impressions to be interpreted as sense is from Innate Body (3) to Innate Brain (2) to Innate Intelligence (1).

The path of *afferent* flow of *Educated* impressions to be interpreted as sense is from Educated Body (5) to Educated Brain (4) to Innate Brain (2) to Innate Intelligence.

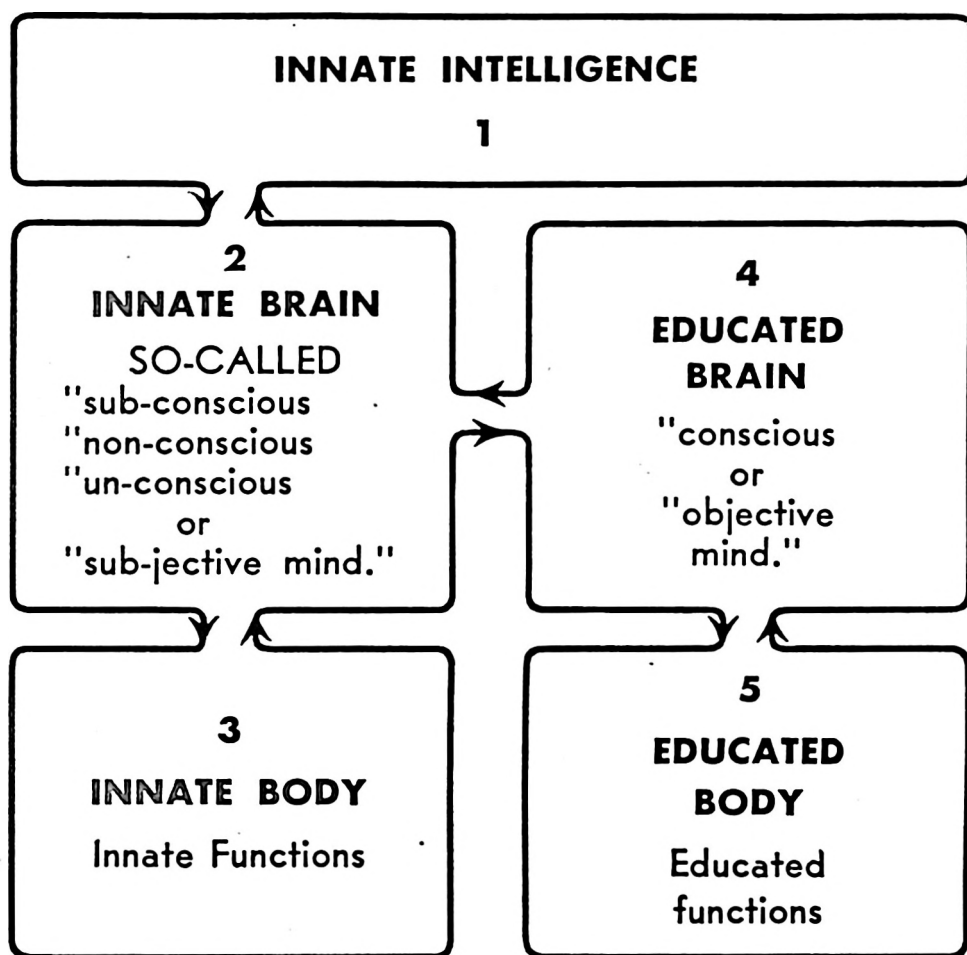
The great discrepancy we shall note in quotations and our comments will be in whether *Educated* Brain (4) talks to *Innate* Brain (2) and thus directs functions in *Innate* Body (3). As subject matter is developed, it will be noted it is impossible for *Educated* Brain (4) to talk to *Innate* Brain (2) and thus influence it in directing any function in *Innate* Body (3).

PART ONE — of his book.

"18. We are related to the world without by the objective (educated-4) mind, the brain (educated-4) is the organ of this mind, and the cerebro-spinal system of nerves puts us in conscious (educated-4) communication WITH EVERY PART of the body (Innate body-3).

Thru the educated mind in the educated brain (4) we ARE in conscious communication with a limited portion of the superficial sets of muscles such as moving arms, mouth, eyelids, legs, etc., but not "EVERY PART" of the Innate Body (3). The educated mind (4) is NOT in communication with any, every, or all internal viscera and/or organs of the Innate Body (3).

"19. When this mind (educated-4) thinks CORRECTLY, when IT (the "conscious" or educated mind-4) understands the truth, when the thots sent through the cerebro-spinal nervous system to the body (Innate body-3 AND



"The most valuable drawing in the world —
For it solves all the problems of man."

Educated body-5) are in accordance with the law of our being (Innate Intelligence-1), these sensations are pleasant, harmonious.

What about the bodies of infants, insane or idiots, where educated mind (4) is as yet undeveloped or has gone hay-wire?

"20. The results are constructive; we build strength, vitality and all constructive forces into our body, but it is through this same organ of the objective mind (Educated-4) that ALL distress, sickness, lack, limitation, and EVERY form of discord and inharmony IS ADMITTED TO OUR LIVES.

This is equivalent to saying that if the "objective mind" is insane, then ALL the body is insane. This is not true. Bodily functions are normal; digestion, reparation, reproduction, etc., continue normal.

"21. We are related to the world WITHIN by the sub-conscious mind; (Innate brain-2) the SOLAR PLEXUS is the organ of this (Innate brain-2) mind; the sympathetic system of nerves presides over all *****."

The "Solar Plexus" is in the abdomen. How can that which is remote control that which is direct?

"22. It is through the Solar Plexus, the organ of the sub-conscious mind (Innate brain-2) that we are related to the world within."

If that be true, how can "the objective mind" (Educated brain-4) "admit" "every form of discord and inharmony*** to our lives"?

"32. ALL power is from within, and is absolutely UNDER YOUR CONTROL; it comes through exact knowledge and by the VOLUNTARY exercise of exact principles."

In psychology nomenclature, there are "voluntary" and "involuntary" functions. The "conscious" are "voluntary"; the "sub-conscious" are "involuntary." "All power is FROM WITHIN" (Innate brain-2), "and is ABSOLUTELY under YOUR (Educated brain-4) control." In what way or ways can Education direct ANY "involuntary" function? Can Education direct the "power is from within" to heal a cut, bruise, or mend a broken bone? If so, how?

"33. It should be plain that when you (Educated brain-4) get a thorough understanding of this law (Innate Intelligence-1), and are able to control your (Educated brain-4) thought processes, YOU CAN APPLY IT TO ANY CONDITION; in other words, you will have come into conscious (Educated brain-4) cooperation with Omnipotent law (Innate Intelligence-1) which is THE fundamental basis of ALL things."

Regardless of how much or how little education thinks it knows about the law, it is unable to back up from 4 thru to 2, then to 1, and suggest, direct, or control the activities of Innate Intelligence.

"39. ALL growth is from within (from Innate Intelligence-1 to Innate brain-2 to Innate body-3). This is evident in all nature. Every plant, every animal, every human being is a living testimony of this great law (Innate Intelligence-1) AND THE ERROR OF THE AGES IS IN LOOKING FOR STRENGTH OR POWER FROM WITHOUT."

Back up now and reread his statement in 18, 19, 20, 21, and see how he contradicts himself.

PART TWO — of his book.

"1. The operations of the mind are produced by two parallel modes of activity, the one conscious and the other SUB-conscious."

Suppose we reword that statement to be in accordance with facts. The operations of TWO MINDS — (Innate mind thru Innate brain-2, and Educated mind thru Educated brain-4) — are NOT two parallel modes of activity, for the first is SUPER-conscious, the other conscious. The function of the SUPER-conscious is an active working force 24 hours a day, every second of the time, directing *all* functions of the body. The conscious can direct some superficial directive activities ONLY during waking hours and cannot and does not direct ANY function of the Innate Body-3.

"2. The SUB-CONSCIOUS, logical processes are carried on with a CERTAINTY AND REGULARITY which would be impossible IF THERE EXISTED THE POSSIBILITY OF ERROR. Our mind (Innate-2) is so designed that it prepares for us the most important foundations of cognition, WHILST WE (Educated mind-4) HAVE NOT THE SLIGHTEST APPREHENSION OF THE MODUS OPERANDI (of the Law behind the Innate Intelligence)."

Law is law only when it is limitless, perfection, never digresses from its fundamentals without "the possibility of error."

"3. The SUB-conscious soul, like a benevolent stranger, works and makes provision for our (Educated mind-4) benefit, pouring only the fruit (Innate function-3) into our lap; thus ultimate analysis of thought processes shows that the SUB-conscious IS the theatre of the MOST IMPORTANT mental phenomena."

"Sub" means beneath, below, inferior to. "Conscious" is to suggest understanding, observation, vision, knowledge. To have a "sub-conscious" is to be BENEATH, INFERIOR, LESS THAN A STATE OF CONSCIOUSNESS. How can that which is inferior, less than, be the primal mover of "the MOST IMPORTANT MENTAL PHENOMENA." This is NOT a play on words. It is a degree of understanding of the relative values of a "SUB-conscious" and "conscious" mind where the "conscious" mind which is the lesser is greater than the "sub-conscious" mind which is the lesser in language values.

"6. We are all aware HOW DEPENDENT WE ARE upon the SUB-conscious (Innate mind-2) and the greater, the nobler, the more brilliant our (Educated mind-4) thoughts are, the more it is obvious to ourselves (Educated mind-4) that the origin lies beyond our (Educated mind-4) ken."

He here tells us that the "SUB-conscious, NON-conscious, UN-conscious" mind is greater than the "Conscious" mind.

"7. The value of the SUB-conscious is ENORMOUS, it INSPIRES us, it warns us; it furnishes us with names, facts and scenes from the storehouse (Innate Intelligence-1) of memory. It (Innate Intelligence-1) by and through Innate brain-2, through Educated brain-4) directs our (Educated brain-4) thoughts, tastes, and accomplishes tasks so intricate that no conscious mind (Educated mind-4), even if it had the power, has the capacity for."

Now go back and reread 18, 19, and 20 of Part 1, and see he denies this.

"9. We see at once that these ARE the vital processes of our physical life, and we cannot avoid the inference that these all-important functions (Innate body-3) are designedly withdrawn from the domain of our outward will (Educated mind-4) with its variations and transitions, and placed under the direction of a permanent and dependable power (Innate Intelligence-1) within us."

For the moment, look ahead to "16. Part Six" and see his contradiction. Also note contradiction which now follows.

"13. Not only can IT — the conscious mind — impress other minds, but it can direct the sub-conscious mind. In this way the conscious mind (Educated mind-4) becomes the responsible ruler and guardian of THE SUB-CONSCIOUS MIND."

Now back up and reread 9. Part Two, quoted above. Also see his contradictions in 2, 6, 17, Part Two. Look forward and read 14, 15, Part Ten.

"14. It is often true that conditions of fear, worry, poverty, disease, inharmony and evils OF ALL KINDS dominate us (Educated mind-4) by reason of false suggestions accepted by the UNGUARDED sub-conscious mind (Innate mind-2)."

Recall statement 9 — "are DESIGNEDLY WITHDRAWN from the domain of our outward will with its variations and transitions, and placed under the direction of A PERMANENT AND DEPENDABLE POWER WITHIN US." And how about the statement 38 — "and the error of the ages is in looking for strength or power FROM WITHOUT"?

"9 — continued. All this the TRAINED conscious mind (Educated mind-4) CAN ENTIRELY PREVENT BY ITS VIGILANT protective action. It ('the trained conscious mind') may properly be called 'the watchman at the gate' of the great sub-conscious domain."

This is equivalent to saying that Educated mind-4 can protect Innate mind-2; that Educated mind-4 becomes "the watchman at the gate" to the Innate mind-2. There is no possible way 4 can dictate to 2 and control ITS thinking values or pre-determine its line of action.

"16. The sub-conscious mind (Innate mind-2) draws just and accurate inferences from premises furnished from OUTSIDE sources. Where the premise is true, the sub-conscious mind (Innate mind-2) reaches a faultless conclusion, but, where the PREMISE OR SUGGESTION IS AN ERROR, THE WHOLE STRUCTURE FALLS. The sub-conscious mind (Innate mind-2) does NOT engage in the process of proving. IT RELIES UPON THE CONSCIOUS MIND (Educated mind-4) 'the watchman at the gate' TO GUARD IT FROM MISTAKEN IMPRESSIONS."

What about an insane person (Educated mind-4) where the "premise or suggestion IS an error"; does "the whole structure fall"? How can the Innate mind-2 that IS always sane "rely upon

the conscious mind" (Educated mind-4) that is insane? He makes one statement, then contradicts it by reversing his pattern.

"18. The conscious mind (Educated mind-4) OUGHT TO BE on duty every waking hour. When the 'watchman' is 'off guard' or when its calm judgment is suspended, under a variety of circumstances, THEN THE SUB-CONSCIOUS MIND IS UNGUARDED AND LEFT OPEN TO SUGGESTION FROM ALL SOURCES."

Wishful thinking that the Educated mind-4 "OUGHT TO BE" is one thing, but it goes to sleep a certain number of hours every day. He tells us that when it (Educated mind-4) IS asleep then Innate mind-2 is "unguarded". Go forward in this article and read what he says in 27, Part Three. He denies the above.

"18 (continued). During the wild excitement of panic, or during the height of anger, or the impulses of the irresponsible mob, or at any other time of unrestrained passion, the conditions are most dangerous. The sub-conscious mind (Innate mind-2) is then open to the suggestion of fear, hatred, selfishness, greed, self-depreciation, and other negative forces, derived from surrounding persons or circumstances. *** Hence, the great importance of guarding the sub-conscious mind (Innate mind-2) from false impressions."

The Innate mind-2 is never wild, does not have panic, is not a part of irresponsible mob, unrestrained passion, fear, hatred, selfishness, greed, self-depreciation, negative forces — all of which are abnormal, sick, insane conditions of Educated brain-4. Innate mind-1 does NOT have these. Education CAN BE insane, but Innate never is. The flow of ALL function is from above downward, from within outward. It is never from without within, or from below upward. The flow of function is from 1 to 2, 2 to 3; from 1 to 2, 2 to 4, and 4 to 5. It is never reversed. All thinking follows the same pattern. This author is in a state of confusion in his thots of the relative values of these two minds. He wants to think Innate as Supreme, Education as the lesser. In setting up his premise, he reverses that order, viz., that when Innate is "unguarded" education slips in dirty work. Note now how he restates this thot.

"20. The sub-conscious mind (Innate mind-2) never sleeps, never rests, any more than does your heart or your blood. It has been found that by plainly stating to the sub-conscious mind certain specific things to be accomplished, forces are set in operation that lead to the result desired."

He said in "19" that "The conscious mind OUGHT TO BE on duty during every waking hour. He says in "20" that the "sub-conscious mind never sleeps." He would like to suggest that our Education can talk directly to, control, influence that Innate mind.

"24. To sum up: The normal functions of the sub-conscious (Innate mind-2) on the physical side have to do with the regular and vital processes, with the preservation of life AND THE RESTORATION OF HEALTH;****"

Back up and note 18, 20, where the "sub-conscious" CAN BE influenced for destructive activities by the "conscious" mind. How can one destroy but not correct?

"27. How can the sub-conscious (Innate mind-2) change conditions? The reply is, because the sub-conscious (Innate mind-2) is a part of the Universal Mind (Innate Intelligence-1) and a part must be the same in kind and quality as the whole on difference is one of degree."

The least any thinker, student, researcher, writer can do is to be consistent in his premise, concept, or theory. But when he constantly states and denies, both ways, time after time, in the same book, one wonders what he believes. Some men think, write, and publish much in many books. When a searching study proves that he states and restates a fundamental, and at no time in no way denies it, but does affirm and reaffirm it in book after book, then it can be said he at least has a premise he believes sane, sensible, sound and true to its facts.

Part Three.

"1. The necessary interaction of the conscious (Educated mind-4) and sub-conscious (Innate mind-2) requires a similar interaction between the corresponding systems of nerves; the cerebro-spinal system is the organ of the conscious (Educated mind-4) and the sympathetic is the organ of the sub-conscious (Innate mind-4)."

Our purpose of quoting this section is to connect it with his next statement.

"2. The Sympathetic System has ITS CENTER in a ganglionic mass AT THE BACK OF THE STOMACH KNOWN AS THE SOLAR PLEXUS, and is the channel of that mental action which UNCONSCIOUSLY SUPPORTS the vital functions of the body."

Can you, or I, or anybody else construe the "vital functions of the body" being governed from the belly "back of the stomach" all of which "UNCONSCIOUSLY" pursues its duties? See Part Six, "10", for a contradiction.

"4. We have seen that EVERY thought is received by the brain, which is the organ of the conscious (Educated brain-4); it is here subjected to our (Educated mind-4) reasoning. WHEN THE OBJECTIVE MIND (Educated mind-4) HAS BEEN SATISFIED THAT THE THOUGHT IS TRUE IT IS SENT TO THE SOLAR PLEXUS, OR THE BRAIN OF THE SUBJECTIVE MIND (Innate mind-2) cannot argue; it only acts. IT ACCEPTS THE CONCLUSIONS OF THE OBJECTIVE MIND (Educated mind-4) AS FINAL."

Let's see if we can follow his theory. You educationally think a thought, in fact "EVERY thought" goes to Educated brain. When this "objective" (Educated mind-4) is "satisfied" it is then sent down to the Solar Plexus which is "back of the stomach" which is the "brain of the subjective mind" (Innate mind-2). After that there is NO "argument." The "Solar Plexus" brain in the belly "accepts the conclusions" of education AS FINAL. How can any logic or reason sustain that conclusion? Can education direct digestion or any other internal function? If so, how? This is equivalent to saying that education can run the body, and that an "educated" mind can run internal functions better than an "ignorant" one, or savage. Is that true?

"7. When the Solar Plexus is in active operation and is radiating life **** the body is filled with health ****."

How can this be true, if the Solar Plexus is dependent upon the "true" interpretations of education, where the "sub-conscious mind cannot argue" and "it accepts the conclusions of the objective (Educated-mind-4) AS FINAL"?

"8. If there is any interruption of this radiation (from "Solar Plexus") the sensations are unpleasant, the flow of life and energy to some part of the body is stopped, AND THIS IS THE CAUSE OF EVERY ILL TO THE HUMAN RACE, PHYSICAL, MENTAL AND ENVIRONMENTAL."

Let us try to follow his reasoning. If "Solar Plexus" is normal all is health. If "Solar Plexus" is not normal, we have sickness. But condition of "Solar Plexus" depends upon "true" thoughts of "objective mind" — education. As a man thinketh, so is he. As a man thinketh as a result of his education, so is his Solar Plexus; thus, so is his health. This entire article may seem like a quibbling over words. We suggest the reader study our article on INNATE INTELLIGENCE in Vol. XXII, Palmer, 1949. If that is read first, then compared with this, the discrepancy will be obvious.

"9. Physical because the sun of the body is no longer generating sufficient energy to vitalize part of the body; MENTAL BECAUSE THE CONSCIOUS (EDUCATED MIND-4) is dependent upon the subconscious mind for the vitality necessary to support its thought, and environmental, because the connection between the sub-conscious mind (Innate mind-2) and the Universal Mind (Innate Intelligence-1) is being interrupted."

Note statements under "4" and very opposite of that now under this paragraph. Under "4" "objective mind" (Educated mind-4) sends thoughts to "Solar Plexus" which "accepts the conclusions" *** "as final." In this statement above, "the conscious mind is dependent upon the sub-conscious mind for the vitality necessary." Which is correct?

"10. The Solar Plexus is THE point at which the part meets with the whole, WHERE THE FINITE BECOMES INFINITE*****. It is THE point at which life appears and THERE IS NO LIMIT TO THE AMOUNT OF LIFE an individual MAY generate from this Solar center."

How can that which IS finite become infinite? Just which mind does he refer to when he says "AN INDIVIDUAL MAY generate"? Does he imply that finite mind is THE "individual" that "may" do all this? If so, again, how?

"11. This center of energy (Solar Plexus) is Omnipotent *****."

Let us back up to "4" where he says: "IT (Solar Plexus) accepts the conclusions of the objective mind AS FINAL." How can Solar Plexus be "omnipotent" when conclusions of "objective mind" are final?

"25. The sub-conscious (Innate mind-2) is a part of the Universal Mind."

If that statement IS true, what about his statement under "4" that "It accepts the conclusions of the objective mind as final?" Is this equivalent to saying that "objective mind" can dictate to Universal Mind which religiously means God?

"27. The finite CANNOT inform the Infinite. You are simply to say what you desire, not how you are to obtain it."

What about his statement under "10" where "**** the part meets with the whole, where the finite becomes infinite *** and there is NO LIMIT to the amount of life an individual MAY GENERATE"? "27" contradicts "10."

Part Five.

"1. At least ninety per cent of our mental life is sub-conscious, so that those who fail to make use of this mental power live within very narrow limits."

If ninety per cent is sub-conscious (Innate mind-2), the remaining ten per cent is the conscious mind (Educated mind-4). How can ten per cent direct, control, and influence ninety per cent? Which is "those who"? Is it the Innate or Educated mind? How can ten per cent "fail to make use of this" ninety per cent "mental power"? Recall statement in Part Three, "4": "It (Solar Plexus) accepts the conclusions of the objective (Educated) mind as final." In other words, ninety per cent takes opinions, ideas, and thoughts of ten per cent as final. Let us read again that which follows.

"3. We have found that mind pervades EVERY part of the physical body AND IS ALWAYS CAPABLE OF BEING DIRECTED OR IMPRESSED BY AUTHORITY COMING FROM THE OBJECTIVE or the MORE DOMINANT portion of the mind."

Which "mind" **** "is always capable" **** "the OBJECTIVE **** or MORE DOMINANT portion"? The "objective" is the "conscious" or Educated mind-4. Ten per cent is "dominant" over ninety per cent.

"5. WE CAN CONSCIOUSLY use all the desirable characteristics with which WE have been provided and WE can repress and refuse to allow the undesirable ones to manifest."

Again we find ten per cent conscious (Educated mind-4) is supposed to "repress and refuse." The "we" is the educated fellow. How OLD is ten per cent educated? From birth to death. How OLD is Innate? Millions of years having lived in millions of bodies. Forty years of accumulated education — most of which is usually hay-wire — is supposed to "dominate" "at least ninety per cent" millions of years old. Ridiculous!

"7. The idea seemed plausible, the conscious (Educated mind-4) received it, PASSED IT ON TO THE SUB-CONSCIOUS (Innate mind-2), where it was taken up by the Sympathetic System, and passed on to build into our physical body."

He suggests it "seemed PLAUSIBLE" that educated mind had an idea which was sent to Innate mind which passed it to sympathetic system where it became an actuating function. Following our chart, 4 had an idea, passed it back to 2, which passed it down

to the belly brain, the Solar Plexus, where it produced function. Were this premise sound, educated man could and would run his body in all its functions. No matter how "plausible" it "seemed" it does not work that way. And, how often HE has denied the possibility of such.

"16. To gain this estate (dominion over one's functions), three processes are necessary: YOU (educated man) must earnestly DESIRE it. YOU (educated man) MUST AS-SERT your claim. YOU (educated man) must take possession."

How about an insane person, an idiot, a child doing this? Note his next statement and how it contradicts his "plausible" theory.

"21. This Infinite Life flows through you; IS YOU. Its doorways are but the faculties which comprise your consciousness. To keep open these doors IS the Secret of Power. Is it not worth while to make the effort?"

"22. The great fact is that THE SOURCE OF ALL LIFE AND ALL POWER IS FROM WITHIN."

We think he here is trying to tell us that the Innate mind IS the source, but Educated mind can direct, control, and influence this "Secret of Power." It would be wonderful if such WERE a reality. The opposite is true.

Part Six.

"11. There is not a single virtue or principle in the storehouse of nature which THE brain cannot express."

WHICH "brain" does he refer to — Innate-2 or Educated-4? Let us back up to his statement, Part Five, "1" and "7" and again see contradictions.

"16. This influence of THE MIND can be exerted UPON ANY PART of the body, causing the elimination of any undesirable effect."

Again, WHICH "mind" does he mean? If he means Educated mind-4, why should anybody be sick at all, in any organ? How about thinking away paralysis, cancer, tuberculosis, prolapsis of any organ, ad infinitum? Back up to Part Two "9" and he clearly states he refers to the "*** are designedly withdrawn from the domain of our outward will." Then in "13" he says: "Not only can it (the conscious mind) impress other minds, BUT IT CAN DIRECT THE SUB-CONSCIOUS MIND."

Part Eight.

"20. Real power COMES FROM WITHIN. All power

that anybody can use IS WITHIN man, only waiting to be brought into visibility by his first RECOGNIZING it, and then affirming it as his, working it INTO HIS CONSCIOUSNESS until he becomes one with it."

We agree that Innate Intelligence is all this, but at no time do we inconsistently deny it as he has done time and again.

Part Nine.

"11. The affirmation, 'I am whole, perfect, strong, powerful, loving, harmonious, and happy,' will BRING ABOUT harmonious conditions. The reason for this is because the affirmation is in strict accord with the Truth, and when truth appears every form of error or discord MUST necessarily disappear."

If the Chiropractic principle is sound, that a vertebral subluxation interferes with flow of Innate Intelligence-1, thru Innate brain-2, and thus keeps it from getting into Innate body-3, and THIS is the CAUSE of disease, then Educated mind-4 can holler its head off until the end of time and it won't release that pressure and restore health. Affirm all one pleases as strong as one likes, the dis-ease will still be there. He agrees with this premise in the next quotation. How can an insane person "affirm" sanity?

Part Ten.

"14. We must take exactly the same position: WE CAN DO NOTHING TO ASSIST in the manifestation, we simply comply with the law, and the ALL-originating Mind will bring about the result.

"15. THE GREAT ERROR of the present day is the idea that MAN HAS TO ORIGINATE THE INTELLIGENCE whereby the Infinite CAN PROCEED to bring about a specific purpose or result. NOTHING OF THIS KIND IS NECESSARY; the Universal Mind (Innate Intelligence-1) CAN BE DEPENDED UPON TO FIND THE WAYS AND MEANS for bringing about any NECESSARY manifestation."

What a pity this man did not break down an analysis of the actuality of man; the correct sources, semi-source and non-source portions of him; and keep within confines of that analysis in deducing his facts. The "key" he wanted was THE KNOW-HOW to get sick man well. He knew NO OTHER WAY than to frequently suggest that educated man must THINK right to GET right. This was HIS "Master Key" which was NO "key" at all. The "key" was the vertebral subluxation with its sequential elements which he did not know, understand, or was unable to propound. This CHIROPRACTIC ALONE POSSESSES.

The Story of AN EXPOSE' OF THE LIGEROS FALSEHOOD

Was Chiropractic "plundered" from the Greeks?

This is a story of a medical man who studied Chiropractic; presents himself as a Chiropractor amongst Chiropractors. He presents a story injurious to Chiropractic, to Chiropractors, and makes them believe he is working for them, with them. They endorse his plan, undermining themselves.

Does Dr. Ligeros hold mental reservations on his ability to prove that Chiropractic was known to the Greeks?

The following quotations from Dr. Ligeros' book assert that he is **POSITIVE HE CAN**:

"To confirm such an opinion, VOTIVE TABLETS—and engraved bas-reliefs—COME AS POSITIVE AND SUBSTANTIAL SUPPORTS."

"Thus, the marble engravings—PROVE SURE AND TANGIBLE WITNESS TO SUCH A REALITY." Page 170.

"But let us proceed NOW to present THE MORE TANGIBLE, INDISPUTABLE AND IRREVOCABLE PROOFS THAT SUCH PRINCIPLES WERE INCORPORATED IN THE ANCIENT TEACHINGS AND THAT SPINAL MECHANICS WAS AN ANCIENT ACHIEVEMENT." Pages 448-452.

Does Dr. Ligeros prove his contention? Let us quote him:

"He (Dr. Ligeros) admits, however, that such an opinion ('differs very much with the opinion of D. D. Palmer,—who apparently ARE MISTAKEN OR HAVE BEEN MISLED, AS TO WHO WAS THE ORIGINAL INVENTOR OF APPLIED SPINAL ADJUSTMENT') IS ARBITRARY, AND CANNOT BE BASED ON ANY DEFINITE DOCUMENT OR BE SUBSTANTIATED BY ANY FACT OTHER THAN ALLUSIONS MADE IN MYTHOLOGY, AND THE ENGRAVED TABLETS WHICH THE AUTHOR HIMSELF DISCOVERED NEGLECTED IN HELLENIC MUSEUMS."

"AS THINGS NOW APPEAR, ONE IS NOT SUFFICIENTLY JUSTIFIED IN SAYING THAT THE ORIGIN OF SPINAL THERAPEUTICS IS TRACEABLE TO THE PERIOD OF AESCULAPIUS OR EVEN TO CHIRON ***."

"IT IS BETTER AND WISER TO WITHHOLD A DECISION UNTIL SUCH TIME AS ARCHAEOLOGY SHALL GIVE US MORE DATA."

"TO SAY THAT THE HELLENES OR THE EGYPTIANS OR THE HEBREWS, OR THE BABYLONIANS WERE THE PROGENITORS OF THIS (Chiropractic) BRANCH OF SCIENCE IS FRIVOLOUS AND IMPOSSIBLE OF SUBSTANTIATION."

"While all the documents available thus far give a clear suggestion or idea as to the early practice of vertebro-therapy and spinal reduction, NONE OF THEM SPEAKS DEFINITELY OF THOSE WHO ORIGINALLY APPLIED THIS ART IN ITS CRUDEST FORM."

"THUS, THE PRIORITY OF SPONDYLOTHERAPY AND RACHIOOTHERAPY WILL EVER REMAIN A SECRET OF THE BYGONE AGES."

"To the writer's knowledge, these marble slabs, ARE THE ONLY MUTE

WITNESSES of applied spinal technic — and MAY BE THE FINAL LINKS to chain together *****." Pages 480-81-84-85.

What does Dr. Ligeros suggest the medical profession do?

Assuming that Dr. Ligeros can, could, and/or were to prove that Aesculapius discovered and developed Chiropractic, practiced Chiropractic, therefore "Chiropractic" belongs to ancient, ergo modern medicine, what does he tell medical men they should do with that which WE claim is ours?

Let us quote Dr. Ligeros and secure his answers:

"The neglect of the MODERN MEDICAL WORK TO INCLUDE AMONGST THE OTHER MEDICAL STUDIES THE ABOVE MENTIONED TEACHINGS OF ANCIENT MEDICINE, in order that the medical men OF TODAY be ignorant OF WHAT THEY OWNED and should long ago known about — is, I believe DISGUSTING and a phenomenon denoting their mental idiosyncrasy which — is causing a great damage in the interest of humanity."

**** BELONGING rather TO THE ANCIENT SCIENTIFIC RACHIO-ACTIVITIES THAN TO MODERN TIMES."

"True, however, that Chiropractic CANNOT BE EXCLUDED FROM THE GREAT HEALING FAMILY AND GENERAL THERAPEUTICS, and this science or rather to say art BELONG EQUALLY *****."

(Extracts from correspondence with Dr. Ligeros.)

"Realizing, however, that **** and **** and even **** ARE DULY RECOGNIZED BY THE MEDICAL PROFESSION, WE ARE AT A LOSS — WHY THE MEDICAL WORLD SO STRENUOUSLY PERSISTS IN OPPOSING OR NEGLECTING SPINAL MECHANICS, CHIROPRACTIC AND other kindred branches, *****." Page 69.

"While medicine, in whole or in part, HAS ACCEPTED **** and ****, as well as **** AND OTHER kindred sciences, it refuses to FORMALLY ENDORSE RACHIO-THERAPEUTICS ****. If dentistry ****, and ****, and each of these systems clearly points to many diseases, COULD NOT THE SAME BE TRUE OF CHIROPRACTIC *****?"

"But no such reason is valid enough TO JUSTIFY THE STAND WHICH THE MEDICAL PROFESSION HAS TAKEN SO FAR **** "

"WOULD NOT THINGS HAVE BEEN DIFFERENT IF HE (the medical man) COULD USE THESE SYSTEMS FOR HIMSELF EXCLUSIVELY?"

"WHY DOES HE (the medical man) FAIL TO SEE THE FACT AS IT IS AND MAKE THE BEST OF IT, READJUSTING HIMSELF ACCORDINGLY? WHY SHOULD WE (medical men) ENCOURAGE USURPATION?" Pages 69-70.

"Again, IF MEDICINE IS TO INCLUDE — EVERYTHING that has to do with the treatment of disease, — WHY SHOULD WE EXCLUDE SUCH APPLIANCES — as Chiropractic?"

"Why should we oppose, persecute and fight — especially Chiropractic — when we — admit — that THE ADMINISTRATION OF DRUGS IS ONLY A SMALL PART —."

"If all together this is therapeutics, then, WHAT IS WRONG AND WHY DO WE STILL INSIST IN EXCLUDING SPINAL ADJUSTING — from therapeutics?"

"He (the medical man) knows THERE ARE NO ACTUAL DIFFERENCES between the various healing arts NOW in existence (including chiropractic) — and readily admits — there is NOTHING FOREIGN — about the so-called newly created systems (such as Chiropractic) —."

"Notwithstanding — ALL AND EVERYTHING BELONGS TO HEALING. WHY THEN SHOULD THERE BE ANY DISCRIMINATION?"

"— earnest practitioner — BE HE MEDICAL OR NON-MEDICAL — will find no difficulty in realizing THE IMMENSE AFFINITY between ancient and modern MEDICINE — AND CHIROPRACTY."

"He will find NO MATERIAL DIFFERENCE BETWEEN ANCIENT AND MODERN CHIROPRACTIC —." Pages 74 to 80.

"It seems to be high time for the regular (medical) school TO MAKE AN ABOUT-TURN, AMEND ITS TACTICS, AND RECONSIDER ITS FORMER OPINIONS, FOR IT IS MUCH BETTER TO EMBRACE THAT WHICH LONG HAS PROVED ITS MERIT AND WORTH, THAN TO FIGHT AGAINST IT."

"It is hoped that the lessons of the past will teach THE MEDICAL PROFESSION and be its guide."

"Undoubtedly, in ten or twenty years more the same thing will occur in other branches of science (including Chiropractic?) which await their turn — and their (Chiropractic) turn IS COMING SOONER THAN IS EXPECTED."

"Whether the regular school (medical)) will do this (absorb Chiropractic) of its own free will or will be compelled to do it, it certainly will have to make such a gesture."

"It will have to consider the bitter pills (Chiropractic) as sweet (medicine), SO THEY MAY BE swallowed."

"Then it will consider itself HAPPY in CLAIMING ONCE MORE branches of medicine (Chiropractic) eminent amongst the rest —."

"It is therefore better TO CLOSE THE WOUND ONCE AND FOR ALL (by absorbing and digesting Chiropractic) instead of PREVENTING its cure (trying to kill us off by legal and legislative tactics) as, already chronic (42 years of it), it tends to CONTAMINATE the whole body (by encouraging the growth of Chiropractic).

"On the other hand, IT IS THE DUTY OF THE REGULAR (allopathic medicine) SCHOOL to rescue FROM THE HANDS OF UNSCRUPULOUS OR INCOMPETENT DILETTANTES (such as Chiropractors) the wise teachings of the Master and ever to preserve, perpetuate AND IMPROVE UPON THEM."

"It (medicine) was divided amongst itself to such an extent that the whole art (of medicine) was MORE THAN ONCE in the peril of falling into insignificance AND INTO THE HANDS OF THE UNSCRUPULOUS AND ADVENTURERS (such as Chiropractors). Pages 422-423

What Dr. Ligeros thinks of Chiropractors:

"The chiropractors, then, at least, MUST QUIT PLUNDERING in this respect for they show THEY ARE MISLED AND MOVE ON A WRONG PATH." (Letter from Dr. Ligeros, Oct. 15, 1935.)

"— for it reveals the conscious or unconscious PLAGIARISM of those who are EXPLOITING as 'new discoveries' ideas and methods that were old —." (On front of outside cover of Dr. Ligeros' book in English.)

"On the other hand, it is the duty of the regular school to rescue FROM THE HANDS OF THE UNSCRUPULOUS OR INCOMPETENT DILETTANTES —."

"It was divided among itself to such an extent that the whole art was more than once in peril of falling into insignificance AND INTO THE HANDS OF THE UNSCRUPULOUS AND ADVENTURERS.

"QUACKS WERE JUST AS COMMON THEN AS CHARLATANS ARE TODAY." Pages 422-423.

According to Dr. Ligeros' book, Chiropractors are

PLUNDERERS
PLAGIARISTS
EXPLOITERS
UNSCRUPULOUS
INCOMPETENT
DILETTANTES
ADVENTURERS
QUACKS
CHARLATANS

What D. D. Palmer said about the discovery of Chiropractic:

In quoting another author, there are crimes of commission and omission. By picking out a sentence or a portion of a paragraph or article, it is possible to pervert the intention of author quoted. Regardless of what a writer may think, in quoting another, he should quote sufficient to get another's full intention, purpose, and thot.

At bottom of pages 54 and 55 of Dr. Ligeros' book, he quotes D. D. Palmer as having said:

"In writing the above lines, the writer wishes to state that he was not aware of the fact that D. D. Palmer, in his volume, 'The Science and Art of Chiropractic', made the admission that he was NOT THE FIRST to adjust a subluxated vertebra, and also that Chiropractic was NOT HIS OWN DISCOVERY, being, as he stated, anciently practiced in Greece and elsewhere. The author, like many others, was of the opinion that Chiropractic was the original discovery of D. D. Palmer and that he WAS THE FIRST to expound the subluxation idea. Anyone, therefore, can imagine the author's great surprise when he came across D. D. Palmer's book where, for the first time, he read the following: 'I have both in print and by word of mouth repeatedly stated, and now emphatically repeat the statement, that I am not the first person to replace subluxated vertebrae, for this art has been practiced for thousands of years.' (D. D. Palmer, 'The Science, Art and Philosophy of Chiropractic,' page 11, Portland, Oregon, 1910.)"

Was THAT the meaning D. D. Palmer intended to have HIS readers believe? Did HE intend they should believe what Dr. Ligeros desires they believe from what Dr. Ligeros quotes in part?

Let us turn to D. D. Palmer's book and to the article in question

AND SEE WHAT D. D. PALMER DID SAY, not by the crime of OMISSION, but by the FULL AND COMPLETED PARAGRAPH (pages 11 to 15, "The Chiropractor's Adjuster," by D. D. Palmer, 1910).

Did D. D. Palmer seemingly mis-state himself? Did this article seemingly deny what he has so often asserted — that he WAS the Discoverer of the principle of Chiropractic?

"The principles and philosophy of Chiropractic include so much THAT IS NEW and wonderful, beneficial, and withal so far-reaching, that several persons HAVE TRIED TO MAKE FAME AND REPUTATION FOR THEMSELVES BY AN ENDEAVOR TO WREST FROM ME THE HONOR AND DISTINCTION DUE ME AS THE DISCOVERER AND DEVELOPER OF CHIROPRACTIC. BUT THEIR EFFORTS HAVE BEEN FRUITLESS BECAUSE THEY KNEW NEITHER HOW NOR WHERE TO SEARCH FOR THE LOST AND HIDDEN LORE WHICH CONTAINED THE ESSENTIAL ELEMENTS OF THIS GRAND SCIENCE.

"The basic principle, and the principles of Chiropractic which have been developed from it, are not new. They are as old as the vertebrata. I have, both in print and by word of mouth repeatedly stated, and now most emphatically repeat the statement, that I am not the first person to replace subluxated vertebrae, for this art has been practiced for thousands of years. I DO CLAIM, HOWEVER, TO BE THE FIRST TO REPLACE DISPLACED VERTEBRAE BY USING THE SPINOUS AND TRANSVERSE PROCESSES AS LEVERS WHEREWITH TO RACK SUBLUXATED VERTEBRAE INTO NORMAL POSITION, AND FROM THIS BASIC FACT, TO CREATE A SCIENCE WHICH IS DESTINED TO REVOLUTIONIZE THE THEORY AND PRACTICE OF THE HEALING ART.

"As much curiosity has been expressed in regard to the discovery and development of the basic principle and others which have been derived from it, a brief mention of the manner in which I became acquainted with the underlying principles of Chiropractic may be of interest. My first knowledge of this old-new doctrine was received from Dr. Jim Atkinson who, about fifty years ago, lived in Davenport, Iowa, and who tried during his lifetime to promulgate the principles now known as Chiropractic. He failed, not because the principles were erroneous, but on account of the intellectuality of that time was not ready for this advancement.

"Dr. Atkinson has frequently informed me that the replacing of displaced vertebrae for the relief of human ills had been known and practiced by the ancient Egyptians for at least 3000 years.

"Recently I had the honor and pleasure of entertaining my old friend W. J. Colville, the well-known traveler, author and inspirational speaker, who gave me the following type-written information concerning the history of the principles which had been given to me by Dr. Atkinson. These axioms, rediscovered and known as Chiropractic, were also known and practiced by Aesculapius and his followers 420 years before the Christian era. Aesculapius was a noted physician of his time, who later was known as the god of Medicine and Healing. In Greece his doctrines were amalgamated with those of the cult of an older serpent-god whose function was that of healing the sick with medicine.

"In mythology Aesculapius is represented as a bearded man with an attending serpent. In honor and remembrance of the fact that the principles revealed to me by Dr. Atkinson were direct from the Greeks, Rev. Samuel H. Weed, at

my request, selected two Greek words, *cheir* and *praxis*, meaning when combined, done by hand. From which I coined the word *Chiropractic*.

"Mr. W. J. Colville's letter is as follows:

"During my visit to Paris, in 1895, as the guest of Lady Gaithness, the famous author of "The Mystery of the Ages" and many valuable works, it was my privilege to meet many peculiar and distinguished persons, among whom, and the most interesting of all, were some members of an Occult Society which made a specialty of Healing Ministrations. Among the methods employed by these extraordinary representatives of a very ancient cult of Aesculapius was one closely resembling Chiropractic. One case in particular which came under my direct notice was extremely thought-provoking and aroused within me an ardent desire to know much more of this wonderful system which restored a boy about 13 years of age from a condition of great suffering and pitiable decrepitude to a normal and happy state. Curvature of the spine was the malady from which this child had suffered for 11 years. The affliction dated to a fall, when he was two years of age, from which he had not in any way recovered. As the parents were of considerable means and devoted to their only son, no expense had been spared in procuring the best of medical and surgical aid obtainable. But all these efforts were to no purpose, for though operations had been performed, some of them extremely painful, and all kinds of treatments had been tested, no improvement was perceptible; the boy seemed doomed to chronic invalidism. I cannot attempt to give an accurate medical diagnosis of the case, but judging from observation and the testimony of his friends, I should pronounce the boy's condition extremely serious and seemingly incurable. When I first saw this boy in Paris, he could not walk at all, but had to be carried from the sofa, on which he spent his days, to the carriage which conveyed him to the apartment occupied by the two young men, who agreed, at the earnest request of his parents, to employ their skill in his behalf. I was permitted to accompany them to the place where the treatment was to be administered and allowed to witness the operation. The treatment struck me as quite novel, as I had not then become familiar with Chiropractic terminology or its methods. I there heard of "luxations and subluxations of the spinal column," and of "adjustments" thereof, and I witnessed what appeared to be a very strange performance. One of the young men made a brief examination of the boy and then placed him, face downward, on a soft luxurious couch while he (the operator) placed one hand in a position covering a portion of the spine crosswise and with the other manipulated the spinal column with the thumb and finger. I occasionally heard a faint, sharp, clicking sound as the treatment proceeded and, when the operation was over, the boy declared he was entirely free from pain and feeling unusually vigorous, exclaiming "I am sure I shall soon be able to walk." At the end of a week I saw the boy again. He was looking very much stronger and was positively jubilant with anticipation of complete recovery, and once more I was permitted to watch the singular treatment, which the boy seemed evidently to enjoy greatly, though it appeared to me quite heroic. Two years later, I met the same boy in London, at the time of Queen Victoria's Jubilee, and I have never seen a lad of 15 years in finer appearance or more erect in carriage.

"The occultists who practice this method declare that, in these wondrous times of re-discovery, many of the methods employed in ancient Greece and older Egypt are being restored, and they claim that the modern practice of adjustment, as carried on by Chiropractors, was known many centuries before the beginning of this present era. Be this as it may, I saw the beneficent effects of the system as put in operation by these stalwart representatives of a cult

which declares that no maladies are actually incurable, and which, without recourse to injections or mutilations of the person in any manner, accomplishes marvels of healing in strict accord with confidence in natural, scientific methods. Whether the mode of treatment here referred to is identical with what is now known as Chiropractic, I am not prepared to say, but as I have witnessed the work of both schools, they appear to me very similar and closely allied, and what is to the point of points, they actually do the work of restoring cripples to a normal condition. If we discover that ancient and modern knowledge are well-nigh identical, it can but strengthen our confidence in the immutability of universal order and encourage us to study, with ever-increasing diligence, those benign laws of Being which, when known and honored, will secure to all freedom from the many ailments with which the fruits of ignorance still afflict our race.

(Signed) W. J. Colville.'

"This Occult Society, referred to by W. J. Colville, had a shrine consecrated to Apollo, one of the Olympian gods. Apollo was the mythological god of healing and of ceremonial purification, the sender and stayer of plagues and the giver of sudden death. Apollo was the first Greek god to find a place in the Roman religion where he was worshipped as the god of healing. He is said to have slain a monstrous serpent which arose from the mud left after the deluge and which dwelt in the caves of Mount Parnassus. W. J. Colville was relieved of pleuropneumonia by one treatment of these Occult Scientists. In addition to the adjusting of the spine, he was commanded to bathe in water in which one of the consecrated brethren had washed his body. The father of the boy referred to by Mr. Colville, although quite wealthy, had to kneel before and face the god Apollo during his son's treatment.

"Mr. Colville kindly showed me on the person of Dr. F. H. Armstrong, the method employed by the two young men of Paris. The left hand was laid, flat and crosswise, on the back and with the right hand the spine was manipulated with the thumb and fingers. THIS METHOD OF PROCEDURE IS QUITE DIFFERENT FROM THAT WHICH I EMPLOY, ALTHOUGH BOTH ARE IDENTICAL IN PURPOSE, NAMELY, TO REPLACE OSSEOUS TISSUE WITH A VIEW OF REMOVING PRESSURE CONDITIONS THAT ARE THE CAUSE OF DISEASE. While the Paris gentlemen used 'a soft luxurious couch', I use a hard table. A chiropractor, to make his adjustments successfully, requires upon his part firmness of the table, hand and arm, and upon the part of the patient perfect relaxation, whereas the Paris doctors, like many Chiropractors, manipulate the entire spine for the relief of curvature; I DO NOT MANIPULATE ANY PORTION OF IT. I adjust the twelfth dorsal vertebra, headward, by one move, using the spinous process as a lever. This removes the pressure which induced more than normal nerve tension, restores normal tone, circulation and by creating normal temperature the proper percentage of red and white corpuscles are restored, the tendency being restoration to normal when normal functioning is reinstated. Subluxated vertebra caused tension, tension excessive heat, hyperthermia an excess of erythrocytes and a deficiency of leukocytes, consequently softened vertebrae and curvature is the result. For further explanation, see rachitis.

"Instead of using the thumb and finger when making an adjustment, I use both hands combined. The Paris doctors give the back bone a general overhauling, very similar to the Osteopaths, WHEREAS, I ADJUST ONLY ONE VERTEBRA, MAKING THE ADJUSTMENT DIRECT AND SPECIFIC, THE DIFFERENCE BEING THAT ONE MOVE ADJUSTS, WHILE THE OTHER MANIPULATES, THE DISSIMILARITY INDICATES THAT ONE OF THE METHODS MUST BE AN IMPROVEMENT UPON THE OTHER."

Dr. Ligeros, in his book, spends many pages, much time, debating PRE and POST-Aesculapius; PRE and POST-Hippocraticus; PRE and POST-Galen; PRE and POST-Chiron, etc., days. We are not concerned with PRE or POST-Grecian days. We are CONCERNED AS TO WHETHER OR NOT CHIROPRACTIC WAS KNOWN, TAUGHT, DISCOVERED, DEVELOPED, OR PRACTICED PRE 1895. It was IN 1895 D. D. Palmer discovered and announced HIS discovery. Whether or not CHIROPRACTIC existed PREVIOUS TO 1895 is vital. Dr. Ligeros says it did and also denies it did. D. D. Palmer said it didn't. Whether TIME PREVIOUS TO 1895 can, could, or should be divided into Pre-Grecian or Post-Grecian days is NOT vital.

D. D. Palmer SEEMINGLY contradicts himself. In one place he refers to "this old-new doctrine"; "These axioms, rediscovered and known as Chiropractic, were also known and practiced by Aesculapius and his followers 420 years before the Christian era"; "The basic principle, and the principles of Chiropractic which have been developed from it, are not new. They are as old as the vertebrata. I have both in print and by word of mouth repeatedly stated, and now most emphatically repeat the statement that I am not the first person to replace subluxated vertebrae, for this art has been practiced for thousands of years" — and more statements of like character.

In other places, D. D. Palmer SEEMINGLY contradicts all this by making assertions that reverse these opinions.

D. D. Palmer was too keen a thinker, student, writer, to lay himself open to contradictions that the future might misunderstand or misinterpret. What then DID HE MEAN?

"There is NOTHING new under the sun" is true. Principle of electricity is in lightning. Principle of internal gas combustion engine is in mother earth in regions of oil wells. Principle of submarine is in fish. Principle of heavier-than-air aeroplanes is in birds. Principle of CHIROPRACTIC IS "AS OLD AS THE VERTEBRATA." If condition upon which principle existed, had not previously been existent, it could not have been subsequently discovered and developed. Ever since formation of vertebral column, fish, animals, humans have been PRODUCING AND REDUCING subluxations. ACCIDENTS which produced and reduced them ARE NOT NEW. That is what D. D. Palmer meant!

Natives of various countries have had various methods of working on back-bones. We have investigated and found Russians, Swedes, Bohemians, Japanese, East Indians, American Indians, Egyptians, etc., each in his time and in his way, had some method of TREATING BACK-BONES. When asked WHY, HOW, FOR

WHAT PURPOSE, they did not know! All they knew was that "they felt better." To ask natives WHY, HOW, or FOR WHAT PURPOSE they did any or all of this, would be like asking birds WHY or HOW they flew; fish WHY or HOW they swam. They just did, without understanding. TO CONTEND OR CONFUSE THESE METHODS WITH CHIROPRACTIC would be impossible TO ONE WHO KNEW WHAT CHIROPRACTIC WAS. That the blind, hidden, concealed, PRINCIPLE was there, was obvious. That natives ACCIDENTALLY AND OCCASIONALLY did something that "made them feel better" was obvious.

Having traveled the world, investigating and studying these crude, immature, native methods; having seen them used and had them explained so we too could use them, we never for one moment thought of confusing them with THE CHIROPRACTIC WE KNEW. We have written and published these findings in our many writings as has D. D. Palmer in his. Had we been inclined to think along lines Dr. Ligeros thinks, we could have written books contending Russians, Swedes, Bohemians, Japanese, East Indians, American Indians, Egyptians, etc., HAD Chiropractic and practiced it in centuries past, and that D. D. Palmer "plundered" it from them; BUT WE KNEW BETTER. We would not make the mistake Drs. Langworthy, Smith, and Paxson made with Bohemian "Napravit," "Modernized Chiropractic" which D. D. Palmer wrote against and denied.

D. D. Palmer, however, makes it clear HE WAS THE FIRST to take the crude, ignorant, accidental, long-existing production and reduction principle of vertebral subluxations, and refine them into an intelligible, intentional, systematic knowledge of principles and practices.

Previous to 1895, birds flew. Subsequent to 1895, men flew. Therefore, a la Dr. Ligeros, the principle and practice of flying was known to ANCIENT GREEKS because they saw and pictured birds doing it. Previous to 1895, vertebral subluxations were produced and reduced, by accidents. Subsequent to 1895, humans intelligently and systematically reduced them by hand. Therefore, a la Dr. Ligeros, production and reduction of vertebral subluxations and principle and practice of Chiropractic were known by Ancient Greeks.

When Wright Brothers flew, they were doing NOTHING new; yet they were doing EVERYTHING NEW! What a pity Dr. Ligeros should desire to destroy D. D. Palmer's meaning, intent, and purpose.

That vertebral subluxations have existed since first vertebrate man or animal, is apparent. That vertebral subluxations have been

occasionally and accidentally corrected is apparent. None would be so foolish to deny **THAT** premise. That D. D. Palmer was **THE FIRST MAN** to discover underlying principles, formulate them into a definite premise, under an exclusive hypothesis as being **THE SOLE AND ONLY CAUSE OF ALL DISEASE** was so stated by him and **IS** true.

Under glass, on our private desk, is a "D. D. Palmer School of Chiropractic" letter-head, bearing the address Portland, Oregon, date August 25, 1910 — 15 years after Chiropractic was discovered and named. On this letter-head, printed, issued by D. D. Palmer, we find this language: "Personally conducted by the originator, developer and founder of the Art, Science and Philosophy of correcting abnormal functions. D. D. Palmer Gave Chiropractic to the World."

Does that look as tho D. D. Palmer meant to imply the meaning that Dr. Ligeros would mean to imply with his one-sentence quotation of **A PORTION** of a paragraph?

In the fly-leaf of D. D. Palmer's book, we find the following:

"D. D. Palmer

"School of Chiropractic

"Personally conducted by the one **WHO DISCOVERED THE BASIC PRINCIPLE** of Chiropractic, developed its philosophy, **ORIGINATED AND FOUNDED THE SCIENCE AND ART** of correcting abnormal functions **BY HAND-ADJUSTING**, using the vertebral processes as levers.

"D. D. Palmer gave **CHIROPRACTIC** to the **WORLD**.

"With my kindest regards, I present to B. J. Palmer my only son, No. 1 of the **FIRST** issue of the **FIRST** book ever published on the Science, Art, and Philosophy of Chiropractic by the **FOUNDER OF THE ONLY SYSTEM WHICH ADJUSTS THE CAUSE OF DISEASE**.

"Trusting that he may again become a student of the Science, Art, and Philosophy of Chiropractic; that he may seek its truth for truth's sake; that he may read and be instructed for his and other's benefit; that he may honestly and uprightly teach Chiropractic as delivered to him by its originator, is the sincere wish of his Father. D. D. Palmer."

D. D. Palmer made it plain that vertebral subluxations were not known as the cause of all dis-ease in 1895 when he presented his idea; neither does he want it believed that because he adjusted a vertebral subluxation in 1895 and thus announced his discovery, that he was **THE FIRST** to do so. We have a collection of thousands of newspaper clippings of "**ACCIDENTAL** causation of vertebral subluxations" creating dis-eases and "**ACCIDENTAL** adjustment of vertebral subluxations" curing dis-ease. All vertebral subluxations causing dis-ease were caused by accident, but are adjusted by a Chiropractor by intention — between accident and intention is bridged with formulated principles and practice of

Chiropractic. It would be ridiculous to think D. D. Palmer should suggest he was THE FIRST to create a vertebral subluxation which could not have existed before his discovery. However, when the rest of that paragraph is quoted in connection with the crime of omission quoted by Dr. Ligeros, Dr. D. D. Palmer makes it plain what he DOES claim: that he was "the first" to do various and many things which WERE NEW, viz., he took that which was caused by ACCIDENT and builded it into "a science"; formulated accidents into intents; took that abnormal which happened without reason or logic and made it change to normal because of reason and logic, and began formulation of definite principles and practices into a philosophy, science, and art, which had not existed previously.

Page 19 says:

"I AM THE ORIGINATOR, the Fountain Head OF THE ESSENTIAL PRINCIPLE that disease is the result of too much or not enough functioning. I CREATED THE ART OF ADJUSTING VERTEBRAE, using the spinous and transverse processes as levers, and named the mental act of accumulating knowledge, the cumulative function, corresponding to the physical vegetative function—growth of intellectual and physical—together with the science, art and philosophy—Chiropractic. It is now being followed, more or less, by 2,000 Chiropractors, and its use is being attempted by several other methods. IT WAS I WHO COMBINED THE SCIENCE AND ART AND DEVELOPED THE PRINCIPLES THEREOF. I have answered the time-worn question—what is life?"

Page 101 says:

"Chiropractic HAD ITS BEGINNING in September, 1895. I did not wait forty-seven years before teaching it. I sometimes wish I had, or at least until I had developed the principles I DISCOVERED into a science. If I had done this, it would have saved much discussion, confusion AND A WHOLE LOT OF FALSEHOODS IN REGARD TO WHO DISCOVERED AND DEVELOPED THE SCIENCE OF CHIROPRACTIC. It is of such a nature that I could have held it a secret as long as I desired.

"I saw fit TO DATE THE BEGINNING of Chiropractic with the first adjustment, although quite a portion of that which now constitutes Chiropractic I had collected during the previous nine years.

"I was not the first person to replace a displaced vertebra, as shown by a long article on luxations, 'Chiropractic Sunbeams'; BUT I WAS THE FIRST to use the spinous and transverse processes as levers whereby to rack into their normal position vertebra which had become displaced. I simplified the handling of vertebrae. Instead of finding a few rare cases of vertebra which had been wrenched from their natural position, I found them very common. Indeed, I found displacements were the rule instead of the exception. Surgeons and physicians admitted that vertebral luxations might occur and cause diseased conditions. BUT I WAS THE FIRST TO ASSERT BY WORD OF MOUTH AND IN PRINT, that about 95 per cent of diseases were caused by subluxated vertebrae; the remaining 5 per cent by slightly displaced joints other than those of the backbone. I WAS THE FIRST to describe how and why displaced vertebrae and other joints caused diseased conditions. I have created a science of vertebral adjustment."

Pages 975-976 say:

"D. D. Palmer Was The First

"Chiropractor

"To use nerve tracing

"To write upon Innate

"To define Chiropractic

"To use the name Innate

"To write upon Chiropractic

"To edit a Chiropractic Journal

"To add the cumulative function

"To give a Chiropractic adjustment

"To teach the Science of Chiropractic

"To state that action is intelligent life

"To found a Chiropractic school — The P.S.C.

"To discover that the body is heated by nerves

"To assert that molecular action produces animal heat

"To harmonize the scope and action of the two intellects

"To state that nerve irritation increases molecular action

"To affirm that life depends upon the condition of nerves

"To assert that disease is too much or not enough functioning

"To declare that vertebrae out of alignment impinge upon nerves

"To affirm that nerves are impinged upon; not squeezed or pinched

"To define disease and its cause as understood by Chiropractors

"To insist that spirit, soul, mind and body are four different, distinct entities

"To locate the Center Place and the Second Center Place of the spinal column

"To determine that the normal rate of nerve vibration is about 200 a minute

"To prove that the degree of animal heat is determined by the firmness of nerve tissue

"To state that there are four functions — vital, vegetative, intellectual and consumative

"To state that 95 per cent of diseases are caused by displaced vertebrae; the remaining by luxations of other joints

"To ascertain that functions are created by impulses which are modified by the force or momentum received from nerve vibration.

"To determine that nerve tension, the condition of being tense, strained, stretched to stiffness, is the cause of all diseases; that normal tone is health.

"To state that poisons act on nerves and that by their action on muscles, vertebrae are drawn out of alignment, and that antidotal drugs or poisons may replace vertebrae.

"To state that excessive heat softens nerve tissue, thereby lessening vibration and the consequent heat until the temperature of the patient becomes normal, or in some cases even subnormal.

"To declare that the degree of heat determines the quality of tissue which, in turn, determines the degree or extent of functional activity, and that either excessive or deficient functional activity is disease."

The Story of
VOICE OF SUPERSTITION
By Warren Sumner Barlow

Prelude

Who can believe that God hath ever changed,
Or that His holy plans have been deranged?
Yet creeds have so dethroned our *common sense* —
Our just conceptions of Omnipotence —
So slandered reason and God's light within,
To doubt that God *repents*, is wilful sin!
Within the Bible, much I love, and bless,
I might love *more*, if God I could love *less*;
But when I read that God's great plans have failed —
That He repents when Satan's power prevailed —
That Satan ruled from Eden to the cross,
Though finding gold, all *this* is empty dross!
O man, be just, be true to reason's light,
Defend and cherish all that seemeth right,
No longer bow to priest's delusive nod,
But vindicate the attributes of God.

It hath been said, in ages long since gone,
When Time was young, or in its early dawn,
That from chaotic matter God designed
This little world, to represent His mind.
But as all Nature was an endless night,
His first commandment was "Let there be light!"
When, from eternal darkness light was born,
Which ushered in the grand primeval morn.
Thus darkness fled before the verge of day,
And hid itself beyond the shady way.
The waters next divided from the land,
While vegetation came at His command.
When fragrant flowers and fruitful trees unfurled,
The Lord was pleased that He had made a world.

Three days and nights disclosed their light and shade,
Before the sun, or moon, or stars were made!
Upon the fourth, the golden sun was born,
To rule the day and gild the early morn;
The moon and stars to shed their silver light,
And cheer the silent hours of tranquil night.
At length, all forms of life in wondrous train,
And man, the monarch of the land and main,
'Mid Eden's flowers and fruits in beauty stood,
While God, delighted, said that all was good.
Thus heaven and earth reveal His works and ways,
And show a work completed in six days.

And while He sought refreshing slumber sweet,
Amid the arches of His grand retreat,
He little dreamed that other powers would rise,

That seraphs who inhabited the skies,
Would envy Him His power and glorious plan,
And wage a warfare and bewilder man.
Yet sad to tell, the angel host rebelled,
And in the contest were from heaven expelled.
Thus dawned the days of darkness, death, and evil,
And introduced the serpent called the devil,
Who, now on hostile terms with God of all,
With fell intent resolved that man should fall,
At once proceeds to Eden's calm retreat,
With plans matured, God's purpose to defeat;
In serpent form upon his tail he walked,
And thus addressed the happy Eden pair:
"Why not partake of every tree so fair?"
"We will, save one, but that we must deny,
God said, 'the day ye eat thereof ye die.'"

"Ye shall *not* die! I pray you have no fear,
You'll see with open eyes and vision clear,
And be like gods, well knowing good and evil.
God knows 'tis true, though spoken by the devil."

He gave the fruit to Eve while thus he spake,
Who acquiescing gladly did partake:
And willing with her husband to divide,
Persuaded him to share it with his bride.

Thus dowered with visions of immortal youth,
They found that Satan had but uttered truth.

God being rested by His late repose,
At cool of day into the garden goes;
And not perceiving them, His charming pair,
His voice "walked" force upon the balmy air,
And circled round among fair Eden's bowers,
'Til died its echoes 'mid the fragrant flowers,
In search of Adam, whom He did not see,
Because he *hid from God behind a tree*;
But when espied, the truth did not conceal,
For frankly did they each the fact reveal.
When God had *learned* what Satan had been doing —
That Eve and Adam, knowledge were pursuing,
Incensed on them his fearful wrath he hurled.
And for their disobedience, cursed the world;
Condemned His holy pair, proclaimed their fall —
And thus pronounced his sentence upon all:

Now Satan (being on the docket first),
"Above all beasts and cattle art thou cursed,
Upon thy belly shalt thou wend thy ways,
And live on dust the remnant of thy days:
Hate for thy seed, the woman's seed shall feel,
And bruise thy head, and thou shalt bruise his heel;
And thou, O woman! for this wicked deed,
In pain and sorrow multiply thy seed;
And to thy husband thy desire shall be,
Submissive thou, he shall rule over thee.

Now Adam, as it was thy wicked choice,
To listen to the tones of woman's voice,
And didst with her forbidden fruit partake,
The earth is ever cursed for thy sake;
In sweat and sorrow eat thy daily bread,
With thorns and thistles in thy path to tread."

Thus were they banished from their Eden home,
With Satan in a barren world to roam;
And lost the title to their first estate;
God set the trap, and well arranged the bait,
That Satan might prevail and seal the fate
Of all the race of man for what they ate;
Because they had a thirst for truth and knowledge,
And had no other chance to go to college:
Thus like the gods, they learned the good and evil,
But for this knowledge they might thank the devil.

And now from their approach to guard the tree,
Whose fruit to taste is immortality,
A sword of flame, still turning every way,
Flashed from hand cherubic, night and day.

Interlude

(If God designed that man should *not* rebel,
Not eat forbidden fruit and go to hell,
Why did He not defend the *fatal* tree,
And thus protect the race eternally?
But no! the record hath most plainly told,
The fruit was good, and pleasant to behold;
The tree to be desired to make one wise,
With Satan left to counsel and advise.
With access free from every side around,
Within their reach the charming fruit was found;
Its fragrant odor mingled with their breath,
While all conspired to urge them on to death.
Oh, why was man in this dread hour neglected,
And left alone with Satan, unprotected?
To bring a damning curse upon his head,
And sound the awful dirge—THE RACE IS DEAD!
Or did God *choose* that Adam and his wife,
Should eat of *this*, but *not* the tree of life?
The record this opinion justifies,
And only he who blindly reads, denies;
For all conspired with charming fruit so sweet,
To urge them to the fatal tree and eat;
While flaming swords repelled the fated pair,
Forever from the tree of life so fair.)

Yet Adam knew, and fondly loved his wife,
But now begins their sad career of life.
Eve bore a son, named Cain, to till the ground,
And Abel next, who did in flocks abound;
Their wants by daily toil were well supplied,
Had all they needed, year, and more beside;

From which they made their offerings to the Lord
The choicest products which they could afford.
God only pleased with Abel's, strange to tell;
Filled Cain with anger and his features fell.
God thus respecting one, and not the other,
A quarrel arose, in which Cain slew his brother;
For this offense the Lord in vengeance raved,
And cursed His child that kindness might have saved.

Cain now forsook his farm and fled from God,
Eastward of Eden, in the land of Nod.
While thus remote from God in foreign land,
Who there should greet him, and extend her hand,
But charming woman, in his state forlorn,
Before a daughter *ever had been born*.
While cursed of God, and doomed to separation,
He then to woman looked for consolation;
She bore and blessed him with a charming son;
And now the race of Cain was well begun.

Cain built a city, Enoch was its name,
His eldest son was also called the same.
And now it came to pass upon the earth,
That sons and daughters were of frequent birth,
That generations then were multiplied,
And in their growing strength the Lord defied
While God beheld the wickedness of earth,
That evil only followed every birth,
Grieved to His heart, repented making man,
Because the devil foiled Him in His plan.
This unforeseen defeat, and sad condition,
In its reaction roused the Lord's ambition,
Who now resolved that man and beast should die,
With creeping things, and birds that cleave the sky,
For "it repented Him He made them all,"
And every tribe of life alike must fall,
Excepting only those the ark up bore,
And righteous family of good old Noah,
Who built the ark tempestuous seas to ride,
In which he took all flesh and food beside.

Interlude

(The folly of this story is quite clear,
As all these tribes were fed at least a year,
Within a space not half their cubic feet,
While most of them *ten times* their bulk would eat.)

Now came the mighty flood with waters deep,
Its rolling waves o'er mountain tops did sweep;
Nor cries for help, nor prayers that Heaven assail
With earnest pleas for mercy, could avail;
No hill was left to echo, nor to save
The dying victims from a watery grave;
All topmost peaks were sought, yet seen no more,
A boundless ocean raged without a shore;

All life was hushed on earth God made so fair,
The mournful billows sighed in sadness there,
And howling tempests rocked the world to sleep,
Amid the surges of the rolling deep,
And closed a world-wide grave with none to weep.

Interlude

(Hard to relate, yet harder understood,
Why all was evil, God created good;
Why such a fate should now befall mankind,
When all for good their Maker had designed;
That evil uncreated should prevail,
And with success the powers of truth assail;
That God's great plan should now forever fall,
And hell with death and devils get us all;
That Satan and his host alone should live,
Yet run at large permitted to deceive.
If Satan *caused* all evil to prevail,
Why did not God the *cause* at once assail?
What lasting good can any one expect,
While cause *remains*, by punishing effect?
Be as it may, the devil gained his plan,
God made his title good by drowning man.
Thus Nature wept in sadness o'er the tomb,
That draped the earth in universal gloom.
One righteous family alone reserved,
With this the race of man must be preserved;
Which being just, the right would only do,
Like as at first, God now begins anew.)

The waters on the earth twelve months remained,
But where they *went*, this knowledge none have gained.
We only learn the waters were abated,
For this is all that Moses has related;
The vessel rested on a mountain side,
And in due time the face of Nature dried;
Then God to Noah in his ark thus spake,
"Go forth, and with thee every creature take."
Noah obeyed, and then an altar built,
Where blood of all clean beasts and fowls was spilt,
And on the altar rose their burning flavor,
Which to the Lord was a sweet smelling savor.
Pleased with Noah, the Lord in kindness spake:
"The ground no more is cursed for thy sake;
As I have done I will not do again;
While earth exists its beauty shall remain;
Seed time and harvest, cold and heat not cease;
Receive my blessing, and your race increase;
My everlasting covenant is sealed,
And token of remembrance is revealed,
My bow within the clouds the earth will span,
That I may not forget my pledge to man."

This righteous man began to till the soil,
A fruitful vineyard blessed his early toil;
Its juice was sweet, and pleasant to his taste,
Of which he freely drank with too much haste;
So freely he imbibed until at length,
He fell deprived of reason and of strength.

Thus fell the second Adam, like the first,
Let him who reads be judge which was the worst.
But this you will perceive, without much thinking,
The first by eating fell, the last by drinking!
The first at once his nakedness concealed,
While Noah's shame was ruefully revealed,
Who cursed his grandson while a verdant youth,
Because his father saw the *naked truth*;
And he of all the earth God chose to save,
Was now prepared to fill a drunkard's grave.
Thus far the devil every time succeeded,
At least in getting all the Lord most needed.

Interlude

(We would not notice this disgusting tale,
Did not believers of its truth prevail;
Whose many sects are scattered far and wide
Through every land across the ocean tide.
To every tongue these errors would be sent,
And for this purpose gold is freely spent,
To shackle reason, and debase the soul,
By loving God whom Satan does control.
And men who seem quite honest and sincere,
Yet preach these errors and this God revere;
Disrobe the great First Cause, all just and wise,
And make a God that Reason must despise,
Possessing all the lower traits of man,
Without the power to execute His plan;
A tripartition Godhead all in one,
Where Father is not older than his Son.
That Father, Son, and yet the Holy Ghost,
Are three, yet one, who rule the heavenly host,
To combat sin, and extricate mankind,
And yet with Satan most are left behind.
Oh, would that it were true that this was all,
That only man corrupted had a fall!
But oh, how sad, while we the page pursue
(Yet doubly sad to those who think it true),
That God is made to foster sin and shame,
And be the willing author of the same.
Read, pause and ponder on the subject well,
All preconceived ideas at once expel,
Receive with candor that which seemeth right,
And thus reject all evil with delight;
While thus untrammelled and with heart sincere,
Let judgment dictate and you need not fear.

You now can say that God is good and wise;
Sustains and rules all worlds within the skies.
Created man a noble end to fill;
That worlds and man reflect His holy will;
Alike are objects of His tender care;
That nothing made was ever made in vain,
And all that is, His wisdom did ordain;
That one stupendous plan pervades the whole;
That God is love, and has supreme control —
Our Heavenly Father whom we should not fear,
A God whom men and angels must revere.

But we will find, as we peruse the page,
The God portrayed is oft a God of rage,
That He doth govern as frail men entreat,
And what He wills some other powers defeat,
That He with willing hands brings death and pain,
Whose vengeance feeds and feasts upon the slain;
That when a battle raged, to suit His will,
He made the orbs of day and night stand still;
Thus to protract the bloody scene at night,
He gladly volunteers to hold the light;
And intercepts revolving worlds on high,
That He may see His children fight and die!

And when He heard the cry, or wail of sorrow,
Come up to Him from Sodom and Gomorrah,
Could not conjecture what it was about,
As His remote location made Him doubt.
(To Sodom and Gomorrah I will go,
And when I *learn* what they have done, I'll know;
Thus saith the page, as all can see and read;
But light and truth these sayings will not heed.)
With what He heard, not being well delighted,
Came down to see, He being quite near-sighted;
Thus saw, and learned what He knew not before,
Which to His knowledge added one thing more.
Who can revere and love a God like this,
And trust their souls with Him for happiness?
'Tis not the God who everywhere resides,
And with omniscience over all presides,
Whose life pervades all Nature everywhere;
Whose love and wisdom all His creatures share;
Who over Nature holds eternal sway,
And worlds and suns revolve while they obey;
Who lives in matter gross, and most refined,
Controls the whole, and fashions every mind.)

But to proceed (yet please excuse digression,
When thoughts intrude and urge a brief expression),
Next Abraham was chosen to express,
Jehovah's holy will and righteousness,
That every people should confess His sway,
And gladly learn His precepts to obey.

But how could God to lofty hopes aspire,
 While now His chosen leader was a liar?
 And by this deed, was made an heir of hell,
 Where liars all eternally must dwell?
 Thus forced from Satan to procure His seed,
 His hope for righteous fruit was poor indeed,
 And yet the Lord, by his intrusive will,
 Revoked what He intended to fulfill;
 And as the record stands we must conclude
 That Abraham had reason to intrude;
 Behold when threat'ning storms of fearful rage,
 Reflect God's purpose on the sacred page,
 The patriarch plead with mingled pain and sorrow,
 That he would spare old Sodom and Gomorrah;
 Again, and yet again, he urged their cause,
 Entreating Him to modify His laws;
 Impelled by love, while hope inspired his soul,
 He plead with God, His anger to control;
 With "peradventure" molding every strain,
 Without this pond'rous word all hope was vain
 Of safety for the cities of the plain.
 And thus he prayed, that wives and daughters fair
 Might not with wicked men His vengeance share.

God, being moved with his benignant plea,
 Was half inclined with Abra'm to agree;
 At once proposed to compromise His plan,
 Change His design and pity fallen man;
 And said, "If fifty righteous men are found,
 I'll spare the cities and the land around."
 But "peradventure" ringing in His ear,
 His love awakened for His children dear,
 He now would save them all for forty-five,
 Protect their homes, and families alive.
 For forty, then for thirty did he plead,
 Until the Lord again with him agreed;
 With "peradventure" next he plead for twenty,
 And God at once agreed that that was plenty.
 "Oh, don't be angry, Lord! do save for ten,
 'Tis my last plea:" to which God said, Amen!
 But as the righteous ten could not be found,
 Destruction came and circled them around.

Interlude

(Oh, why did Abram cease their cause to plead,
 When God with him so willingly agreed?
 One "peradventure" more had quenched the fires,
 One righteous man had answered His desires.
 But sad the fate of Sodom and Gomorrah,
 A fiery deluge filled the land with sorrow;
 God's flaming vengeance thirsting for the slaughter,
 Rained showers of fire from heaven, instead of water.
 Through all the air the burning brimstone whirled,
 The elements of Hell from Heaven were hurled —

From the pure Heaven — God's holy habitation —
 Where angels bow with humble adoration —
 Ev'n there the fierceness of His anger swells,
 And hate pervades the home in which He dwells;
 For fire and brimstone there are made, or stored,
 To be in vengeance on His creatures poured:
 Men, women, children, doomed by heavenly fire,
 Amid these burning cities to expire,
 Where smokiing embers mingled with the dead,
 And all were burned except a few who fled.
 Lot's wife amazed, while in her rapid flight
 Looked back in pity on the awful sight,
 Which of itself would seem to be no fault,
 Yet was condemned, and turned at once to salt.)

When golden morn dissolved the silv'ry stars,
 And dimmed the polished face of genial Mars,
 Before the Sun had kissed the smoky air
 That draped in mourning ruins once so fair,
 Then Abraham arose, the Lord he found,
 Before Him stood, and viewed the smoking ground,
 Where fire and brimstone mingled with their breath,
 Amid the last expiring groans of death;
 While good old Lot with his two daughters fair —
 The last fond trio worthy of God's care —
 His hopeful seed from which He fain would raise
 A mighty people to proclaim His praise,
 Were so affrighted by the fiery wave,
 That buried cities in a molten grave,
 They sought a mountain cave in land of Zoar,
 That fire and brimstone might disturb no more.
 There lived this chosen — only righteous three
 In undisturbed repose and harmony.
 Though Lot's fond wife at first was not rejected,
 Yet for one look of pity, unsuspected,
 Was turned from flesh and blood to rigid salt,
 And stood like polished marble by a vault!
 But shame and sorrow must pervade each breast,
 For daughters thus who were by angels blest,
 Who could commit so base, so dark a crime,
 And cast their shadows on the sands of time.
My modest pen and ink are both agreed,
 That if the details you should choose to read,
 Please take the record which is not denied,
 Peruse and ponder until satisfied.
 But sadly strange that every pious soul,
 That God designed for His supreme control,
 Should yet defy His power and holy will —
 That Satan thus should hold dominion still!
 But all the sins that darken every fall,
 This last surpasses, and disgraces all!
 These vain attempts to rescue man from hell,
 And fit him in a better place to dwell,
 To stay the surging waves of death and sin,
 To bar the gate, and keep the Devil in,

Induced the Lord to compromise and yield,
To cease the contest, and give up the field;
To give His children to the fiend of Hell,
And earth for his abode, with them to dwell;
Securing only one, one only blest,
And make no further effort for the rest;
But give to his supreme and constant care;
This one alone, should all His blessings share,
His seed receive protection everywhere;
While Satan, with his many thousand strong,
With victors' palms, cheered with triumphant song,
Retained the conquest of his captured throng.

Thus Abraham was now God's only seed,
To bear the ensign and maintain His creed;
Yet should his blood all unborn nations know,
And God would on them holy love bestow;
Not all the sands on shores of every sea,
Whose numbers almost reach infinity,
Or countless stars that swim in endless space,
Can swell the numbers of this chosen race:
Thus with high hopes the future now was planned,
With poor old Abraham at His command!
While Satan, ready with his mighty throng,
To wage another war, when foes were strong;
Yea, eager for the combat soon or late,
When foes for battle fierce might generate.
While thus out-numbered and each effort lost,
Upon the waves of doubt God's hopes were tossed,
Despondent shadows veiled the vacant earth
When lo! two nations born at single birth;
To raise a people, God with zeal begins,
For who before, or since, hath matched these twins!

Thus barren Rebekah
Within their pavilions,
Should be the fond mother
Of thousands of millions.

Man's days now brief, cut short his stay,
While generations past away
From Abraham to Isaac's race
Next Jacob followed in his place,
Both were the chosen ones of God,
To represent His will abroad.

But Satan yet busy, beheld with delight,
That foes were increasing made ready for fight.
Like a fiend in disguise, or the tiger that creeps
On innocent prey, while it quietly sleeps,
So Satan in ambush thus warily came
To Jacob's own mother, Rebekah by name;
And taught this fond parent the truth to deny—
To cheat poor old Isaac—learn Jacob to lie!
To rob her son Esau of blessings in store;
The child of her bosom, she honestly bore.

Poor Esau dejected, in sorrow then cried,
"O father, do bless me, why am I denied?
Shall Jacob thus rob me by artful deceit,
By willfully lying, thy blessing defeat?
Remember, dear father, my birthright he craved,
Now robs me of all you so graciously saved."

But too late was his plea, all tears were in vain;
No prayers could avail, what was done must remain.

While Esau defeated and robbed of his right,
We'll not forget Jacob, but see in what light
We view him while proud of his ill-gotten weal;
But readily see the dark shadows that steal
O'er the wreck of his hopes, defying repose,
While justice condemns him wherever he goes:
Oh, view him while taught by his mother to lie,
To rob his own brother, his visage deny;
With heart so corrupted and conscience thus seared,
Deceiving his father he should have revered.
Who can envy his lot? No contentment is there,
His pleasures like bubbles will burst in the air.
With ill-gotten treasures, no blessings can bless,
No tongue can console, and no hand can caress.

But poor honest Esau is richer tenfold,
Than Jacob with caskets of coral and gold;
With conscience approving and loving the right,
Wherever he journeyed it gave him delight.

But lo, as we trace the dark shadows that roll,
Enshrouding the senses, misleading the soul;
So clouding the light from the fountains on high,
That God is beheld with a half-seeing eye,
And then so distorted and misunderstood,
He sanctions the evil as though it were good.
Behold Him as seen blessing Jacob who lied,
Who robbed his own brother and father beside;
See the plot of deception to ruin his brother,
Concocted and taught by his own wicked mother.
No censure for mother or son can we trace;
Unfortunate record, misleading the race;
But God, as reported, confirms the foul deed,
By blessing this Jacob and all of his seed!

But Jacob with riches and honor prevailed,
While treasures of Laban he wrongly assailed,
And with them departed too much like a thief,
But God yet sustained him, which gave him relief,
And still would be with him whate'er might befall,
With ring-streaked cattle and asses and all.

Thus Jacob prevailing in every design,
The line of his power he could not define.
With courage unbounded and will undenied,
All mortals outrivaled, while God he defied.
Preposterous thought, yet *as true as the book*,
A wrestle with God he next undertook!
At night's gentle stillness, while nature reposed,
And all but the stellar worlds quietly dozed,
This Jacob and God, each contending for power,
Selected the silent and slumbering hour,
To prove to the world as the end might befall,
Which one should be monarch and master of all.

The contest seemed doubtful while night swiftly sped,
'Till twilight of morning o'er Nature was shed;
While Jacob, less yielding than darkness of night,
Was hopeful, determined, in excellent plight;
When God without hope to successfully vie
Used Jacob unfairly, disjointing his thigh:
But Jacob unyielding, though crippled and lame,
Yet hopeful for conquest, still wrestled the same,
And held Him so closely, so firm in his power,
That God from this moment, beginning to cower,
Exclaimed, "Let me go, the daylight is breaking.
For thou has prevailed in this undertaking."
Victorious Jacob denied God's petition,
But still would release Him on certain condition;
The terms God accepted, and Jacob succeeded
In winning the game and all blessings he needed.
Behold the great Author of all that we scan,
Is thwarted by Satan, out-wrestled by man.
God said, "As a prince I acknowledge thy power,
Thy name shall be honored from this very hour,
As with man so with Me thy success is the same,
I'll call thee not Jacob but Israel's thy name."
Thus ended the contest without reservation,
While Jacob was monarch of all God's creation!

The rolling years in their resistless flight,
Like twilight shadows on the verge of night,
Sped swiftly on, not heeding weal or woe,
As floating clouds before the tempest go;
And while the ancient record we pursue,
A God distorted still is brought to view;
And His most hopeful seed, arrayed in power
Again are thwarted in an evil hour;
Thus Jacob, once so richly clad and fed,
Came near starvation's brink for want of bread;
And all his tribes, Jehovah's chosen race,
Are headlong hurled from their exalted place,
And doomed to serve the *servants of the devil*,
A God-forsaken race, whose hope was evil;
And were oppressed by them in servile chains,
While Pharaoh, king of Egypt, held the reins.

Thus slavery with its heinous crimes was born,
To make despairing hope still more forlorn:
It seems that God ordained the institution,
Made Pharaoh's will the law and constitution;
And fearing he might let his slaves depart,
God often hardened Pharaoh's wicked heart;
Thus passed long years, while hope was yet deferred,
Of chains that bound them, not a link was stirred,
No voice for freedom rent the burdened air,
No ray of light in this their dark despair.
But lo! a mother who her babe must hide,
In ark of rushes launched him on the tide,
Amid the dangers there alone to ride:
No gentle voice to soothe, nor hand to save,
His little bark was rocked by every wave;
The evening zephyrs sang his lullaby,
Though every breeze that murmured was a sigh.
Yet from that feeble floating cradle-bed,
Sprang Israel's hope, and only promised head,
Yea, Moses rose by Infinite decree,
Their chains to break and set the nation free;
He came commissioned by the will of God,
To rule King Pharaoh with a magic rod;
A strange collision here we plainly see,
While God through Pharaoh said it should not be;
God sent the plagues to melt his stubborn heart,
To make him yield, that Israel might depart,
While oft subdued and filled with grief and pain,
The monarch's heart was hardened yet again;
Like as the smith who works with cheerful zeal,
First heats his rod to make the hardened steel.

Now Moses was a meek and honest man,
And sought no part in this two-sided plan;
For as God chose to harden Pharaoh's heart,
On his new mission he was loath to start;
The Lord to give him courage in command,
Instructed him in tricks at sleight of hand,
And turned his rod into a running snake;
Alarmed, he fled with haste for safety's sake;
Then God to Moses said, with much avail,
Put forth thy hand and take it by the tail;
The tail he caught, nor was it caught in vain,
The frightful snake became a rod again.

But Moses yet reluctantly declined,
For fear his tongue would not express his mind;
God much enraged, thus failing to persuade him,
Sent Aaron with him, as a tongue to aid him;
Thus well equipped with other wondrous things,
He was prepared to meet the face of kings.
Still God, distrusting Moses, sought his life,
And met him by the way in deadly strife;
But as the Lord in bloody combat failed,
He chose to have the king by him assailed;

And forth to Pharaoh went with magic rod,
To prove by tricks that he was sent from God;
That He who made the heavens, the earth, and sea,
Hath said that Israel's children must be free.

Soon, face to face, did they with Pharaoh meet,
And Aaron cast the rod before his feet:
Presto change! in serpent form it crawled;
But Pharaoh quickly *his* magicians called,
Who came with rods and threw them on the ground,
When *each* became a serpent running round.
Thus in this *first* act Moses was defeated,
For all that he had done was well repeated.

But Moses next with rod assailed the flood,
The fishes died, and waters turned to blood;
Yet the magicians led by Pharaoh's will,
Performed the same with their unfailing skill:
Which seemed to prove that Moses, with his rod,
Might not have seen, or ever heard of God.

But Aaron next with rod in outstretched hand,
Invited all the frogs upon the land;
Yet the magicians with like magic skill,
Called up the frogs obedient to their will:
Till all the realm was filled in every place,
With this amphibious, hopping, croaking race.
Now Pharaoh being over-run with frogs,
Implored they might return among the bogs,
If God complied all Israel then might go —
Be ever free from daily toil and woe.
But now his hardened heart by God's decree,
Forbade that Israel's children should be free:
For when he saw the croakers disappear,
He broke his vow, and did not God revere.

Next Aaron with his rod assailed the dust,
And all the grains upon the earth's fair crust
Were turned to lice, by God's *divine* command,
To show His mighty power throughout the land:
Egyptian skill which heretofore prevailed,
In this *great lousy trick completely failed*;
And the magicians did at length determine
That none but Moses' God could make the vermin!
Yet Pharaoh's hardened heart, by God's decree,
Forbade that Israel's children should be free.

Interlude

(Though hard or soft his heart, who could consent
To yield the palm, and sorrowing relent,
And love this God, and venerate His name,
While thrice defeated in a chosen game?
And though surpassed by God in making lice,
He need not envy Him in that device,
Yet we admit (make much of the admission),
That God (so called) was but the best magician!)

While Moses now Egyptian skill outvies,
 He fills the land with grievous swarms of flies.
 Next all the cattle by divine command,
 He smote with murrain throughout all the land,
 While boils and blains afflicted Pharaoh's race,
 And groans and sighs were heard in every place.
 Then followed hail with intermingled fire,
 Which smote with death, fulfilling God's desire:
 Till Pharaoh cried, "It is enough! forbear!
 These all combined are more than mortal's share.
 If fire and hail and roaring thunders cease,
 All Israel's children I will then release."

Interlude

(Pray pity him who fain would let them go,
 But God ordained that it should not be so;
 Then blame him not while bound by firm decree,
 That Israel's children yet should not be free:
 For He who raised him up, and gave him birth
 To show His mighty power throughout the earth,
 Would not consent that Pharaoh's heart should yield,
 Until His horrid purpose was revealed;
 That Pharaoh still must suffer grief and pain,
 For only doing what God did ordain.
 That "God of love" might show what he hath willed,
 Then damn His child through whom it was fulfilled.
 What other course, I ask, could he pursue,
 When all he did, God raised him up to do?
 And can you say, (Oh, say it not to me)!
 That this is God who fills immensity?
 If this be so, wherever I may dwell,
 Unending space to me is endless hell!)

Next swarming clouds of locusts fill the land,
 To eat the scattered grain the hail let stand,
 And to devour all vegetation fair,
 And leave earth's bosom desolate and bare.

Next darkness came, and like a funeral pall,
 With mantle thick and black, enveloped all;
 And hung o'er vegetation's corpse a gloom,
 A darkness ten times darker than the tomb,
 For three long days without a ray of light:
 Where was the sun in this protracted night?
 But Pharaoh, now again, as oft before,
 Called unto Moses, whom he did implore;
 And said, "Now go from Egypt with your sons,
 Your wives and daughters, and your little ones;
 And only let your flocks and herds be stayed:
 In leaving them you will not be delayed."
 Without his herds he would not leave the sod,
 For they must burn a sacrifice to God.
 A cattle's hoof shall not remain behind,
 Without reserve these were the terms defined.

And while the king made ready to reply,
To yield the point, or else perhaps deny,
God seemed to fear his hardened heart would fail,
That Moses and the plagues might now prevail;
And fearing Israel's children might depart,
And re-hardened Pharaoh's hardened heart;
Thus vetoed all, and took direct command,
To multiply His wonders in the land.
God said to Moses, "Pharaoh shall not hear
(And hearing not, he surely could not fear).
That I may bring upon him one plague more,
Eclipsing all I ever did before.
He then will give you all a glad release,
And let your flocks and herds depart in peace;
But now, before you make this move so bold,
First borrow all their silver and their gold,
I'll give thee favor in their doubtful eyes,
That they may not the borrower despise.
And I, the Lord, before the early dawn,
Will smite in Egypt all of her first born."

O mortals, lend your ears! What rends the air?
What cries and groans so full of deep despair?
Is half the nation wailing for the dead?
Have all their cherished hopes forever fled?
Is every home made desolate and bare?
And every mother frantic with despair?
An awful chorus freights the midnight air!

But read the page, its import ponder well,
If this be God, where is the fiend of Hell?
For God (so called) and maker of the race,
Came forth at midnight from His holy place,
While mothers slept, with infants on their breast,
In calm repose upon their couch of rest —
My pen now falters while I trace the lines,
Where God is falsely charged with base designs:
But reason's light should guide the man who reads —
That God of love with bloody hands proceeds
To every house, before the early dawn,
To slay in Egypt all of her first born;
That throughout Israel, whether old or young,
No harm shall come, no dog shall move his tongue;
Their very beasts He will protect with care,
While babes of Egypt shall His vengeance share;
That ye may know that He who all controls,
Thinks more of Israel's dogs, than Egypt's souls!

To guard His chosen few, with care selected,
Their homes were stained with blood and thus protected,
That God might pass them by without mistake,
While murd'ring infants for His glory's sake!
First born of kings obedient to His will,
First born of maids that served behind the mill,

First born of captives in the dungeon bound,
First born of all, where blood could not be found,
Alike He slew, as first of every beast,
God's flaming vengeance surely had a feast!

Interlude

(If every demon, filled with awful rage,
Should burst the confines of his smoky cage,
And rush with heated fury from his cell,
And leave behind a quiet, vacant hell;
Should pile the horrors of that dismal clime,
With all its terrors at a given time
Upon a race, while couched in quiet sleep,
While midnight slumbers locked their senses deep;
They could but shadow forth (don't call it true)
What God performed, what demons could not do!
Is this the God whose mercies from above
Exhibit tender and paternal love,
Who left His throne on high and came to earth,
And took the form of man, in humble birth?
Who left the glories of a heaven most high,
To bear His cross, to suffer shame and die,
To rescue man from an eternal hell,
And fit his soul for heaven, where angels dwell?
Is this the Lord who lovingly caressed
The little children, whom He took and blest?
If so, a glorious change for man is wrought:
But can a changing God, with hope be sought?)

But we'll return to Pharaoh, though with pain,
And briefly trace him through his fearful reign.
While viewing murdered babes on every side,
Whose throbbing hearts revealed a crimson tide,
While mothers' groans, re-echoed from the ground,
In frantic discords, rent the air around,
Though God again had made his heart like steel,
In spite of all, he now was made to feel;
Yea, more, to act: without an hour's delay,
He ordered Israel's children sent away;
And called to Moses while it yet was night,
And said, "I pray thee, make a speedy flight,
With all of Israel, leaving not a head,
And freely serve the Lord as ye have said,
All must depart, or we are surely dead:
Your cattle and your herds, leave none behind,
These are the terms that you yourself defined."
And to secure a prompt and speedy start,
They freely did with gold and raiment part;
Thus one and all from Pharaoh were set free,
Away they would their journey to the sea.

All Egypt now reposed in quiet rest,
Without a plague to hinder or molest;
Hope sweetly smiled, yet all their hopes were vain,
For God now hardened Pharaoh's heart again,

And sent him forth to capture and subdue,
And to this end with vigor did pursue.
With ten times hardened heart by God's decree,
He followed Israel's children to the sea;
And found them all encamped upon the shore,
Where rolling tides obstructed them before.
But He who led them forth by clouds of fire,
Through Egypt's wilds, 'mid dangers dark and dire,
Had now aroused all Egypt from their rest,
And put a fiery demon in each breast.
With crowded chariots drawn by foaming steeds,
They dashed with fury on for valiant deeds,
To capture Israel, as they all supposed;
But just before they in fierce combat closed,
God interfered ere yet they reached the scene,
By clouds of darkness sent to intervene.
Thus were they hampered by the very hand
That raised their hopes, while death was only planned;
For while God hemmed their pathway by a cloud,
He was preparing for them each a shroud —
Was opening wide and deep a watery grave
Below the angry surface of the wave —
While o'er the pathway leading through the sea,
Marched Israel in safety, and was free.
The darkened clouds now lift their curtain-folds,
And Pharaoh with astonished gaze beholds,
Amid the deep, a path from shore to shore,
Where Israel walks in safety on before.
While Pharaoh now beheld the vacant main,
His hardened heart, God hardened yet again;
With sinews steeled he now pursued his foes,
Not dreaming that the Lord would interpose,
But God who had inspired his hope with zeal,
Was now prepared His motive to reveal —
To prove to him, while in the watery gap,
That Moses was the *bait* and *this* the *trap*!
Thus God descends from His supernal arch,
To intercept him in his ordered march;
Takes off his chariot wheels while moving round,
And throws the loaded axles on the ground:
Thus while obedient in his wild pursuit,
His steeds were still, and every wheel was mute.
While in this awful plight amid the sea,
With one accord they would from Israel flee.
But God who made their grave so long and deep,
Though sad their fate, resolved His vow to keep,
Now broke the bands that held the fearful wall:
Then rushed the maddened waters in their fall;
Wave leaped on wave, then broke upon the shore,
While every breeze a wail of terror bore;
The angry waters sealed their silent doom,
And gulfed them all within this fearful tomb.

Interlude

(Thus perished Pharaoh in the deep Red Sea:
There let him rest with long tranquility;
Remote from plagues — the instruments of God;
Remote from Moses with his magic rod;
Remote from lice, that countless, tireless race;
Remote from frogs, that croaked in every place;
Remote from hissing snakes, that bite and crawl;
Remote from flies, that tease and vex us all;
Remote from maddened hail with fire and smoke;
Remote from murdered babes on every side,
Whose weeping mothers would have gladly died;
Remote from God (I hope), who raised him up,
To put these plagues within his bitter cup,
That He might show great wisdom in the deed,
And thus be honored by His chosen seed.

Honor? O shame! The word is stained with crime,
And wrested from a pinnacle sublime.
And God, the name I ever have adored,
Is clothed with all the terrors Hell hath stored!
For He surpasses Satan and his host,
In deeds of which they all combined would boast;
Thus Satan, in this wonder-working age,
Contents himself within his smoky cage,
For God, who first defied his powerful arm,
So oft subdued, now seems to yield the palm;
And rather than again oppose his will,
Does Satan's work to keep old Satan still

Pray do not censure him who writes these lines;
It is not he who thus the Lord defines;
But read the page with an unbiased mind,
And more than here is penned, you there will find:
All there may see that God in very deed,
In Pharaoh's movements always took the lead,
Ordained his course and nerved his hardened heart,
That he could not from His decrees depart;
That for this purpose God had raised him up,
And deeply filled his burning, bitter cup;
That He in him might plainly show to man,
An undisputed record of His plan;
And thus acquire a wondrous reputation
Throughout the world, in every tribe and nation.
As rivers run within their channels deep,
'Mid flowery meads, or cataracts to leap,
So Pharaoh, led by Him who shaped his mind,
Could not forsake the path that was defined;
But gladly wound his way through weal and woe —
Through storm and sunshine, facing every foe;
Yet strange to say, while serving God so well,
The path he trod, should end in ENDLESS HELL!)

But Moses and his tribe with one accord,
Proclaimed a glorious triumph of the Lord:
Thus praised his name because their cruel foes
Beneath the waves had found their last repose
"The Lord is our defense and man of war;
O praise His holy name forever more!
For He in greatness, goodness, and in wrath,
Consumes all foes, like stubble in His path:
And with the blasts that from His nostrils sweep,
Walls in the floods, and stays the rolling deep.

For the depths were congealed
In the heart of the sea,
And our path was revealed
To the land of the free!

And as we safely reached the happy shore,
Our foes pursued, but God, with one breath more,
Released the flood, the restless foaming tide,
Where Pharaoh and his hosts together died.
O praise the Lord in one grand chorus swell,
For saving us, and sending them to hell."
Thus Moses sang on old Arabia's shore,
While murdering waves their chimes of terror bore.

Interlude

(All Israel now released from hostile foes,
Exempt from Egypt's bondage and its woes,
Breathed freedom's holy air, surcharged with hope,
Amid Arabia's wilds with ample scope.
This wand'ring race—the chosen tribe of God,
Still led by Moses, with his magic rod,
Freed from the terrors of internal foes,
With none but Satan left to interpose,
Why may they not become a race more pure,
If God hath power the devil to secure;
Or can to some extent His plans fulfill,
If not to conquer Satan, keep him still?
We fain would hope at this eventful day,
That Israel's God might have triumphant sway.
But read the page, be honest while you seek,
Nerved for the right, let truth and reason speak!)

As Israel journeyed from the sea-grit shore,
A hopeful future cheered them as before:
But, sad to tell, they soon were plunged within
A dark abyss—the wilderness of Sin.
Grieved to the heart, with lamentations wild,
They sighed for mother Egypt like a child.
"Oh! would to heaven we had in Egypt died,
By God's own hand, with flesh-pots by our side;
Is this the promised land for Israel's race—
This wilderness of Sin, this dismal place?
Where gormand famine preys on old and young,
And gives no drop to cool the burning tongue.
Oh! give us back our childhood's home again,
With Egypt's plagues, with slavery's galling chain."

Thus Israel murmured and with one accord
They censured Aaron, Moses, and the Lord.
To ease their hunger and appease their wrath,
The showers of bread from heaven pursued their path;
And quails, most rich in flavor, winged their flight
Around their tents before the hours of night.
For forty years they were released from toil,
Not having need to cultivate the soil.
God thus repealed His law, so gravely said,
"With sweat upon thy face, shalt thou eat bread."

Interlude

(We do not choose in this our brief review,
Their line of march in detail to pursue;
Nor trace all wayward paths these men have trod,
Who charge their crimes upon their maker God:
But glean enough to prove the Lord defined,
Was but the passion of each writer's mind;
That all these tribes in this barbarian age,
Reflect but their true image on each page;
That God of vengeance and of wrath unveils,
Only as love within each spirit fails—
And he who loves the Lord of Israel's race,
In this enlightened age is out of place:
He should have lived and died in ages past,
Ere reason's light its golden hues had cast
Where mortals sat in darkness, free from doubt,
All dimly dreaming what they were about;
When light of science had no resting place
Within this half-developed human race.
O Reason! in thy searchings look them out,
Arouse their souls and make them dare to doubt;
Teach them to love, and only seek the truth,
Though it may change all lessons taught in youth;
Throw off their shackles, set the trammelled free,
And make them dare to think, and learn of thee!)

While Israel (led by Moses) journeyed on,
Before three months of forty years were gone,
They all approached Mount Sinai's fearful base,
Where God proposed to show his shining face.
While camped near Sinai, Moses upward trod,
And scaled the mountain height and *called on God*:
Who well received him and rehearsed His deeds;
Spake of the present and of future needs:
And said that Israel should behold His face,
'Mid fire and smoke His features they should trace.
But all must wash and make their garments clean,
Before the Lord on Sinai could be seen:
Three days were granted by the Lord's decree,
That they might one and all from filth be free.
When the third morning winged its silent round,
Old Sinai's roaring thunders shook the ground,
And forked lightning's lurid, leaping flame,
Cut loose its reins and sped from whence it came,

All Israel now beheld with wond'ring eyes,
The fire and smoke, while thunders shook the skies;
They stood amazed, yet sought in vain God's face,
For neither form or feature could they trace.

Hope thus deferred, well might their doubts arise
And on reflection thus soliloquize;
"If this is Moses' God with such a face,
He is not *ours*, in this, or any place;
If 'tis not God, then Moses did deceive,
Or God hath said what we can not believe;
Be as it may, the case to us is clear,
A God like that we never can revere;
We would prefer a molten god by half,
Though molded in the image of a calf."

But strange to say that seventy-four in all,
Went bravely up, and gave the Lord a call.
They saw His feet, on pavement made of stone;
While all His form with heavenly clearness shone.
God said to Moses, "Say to Israel's tribe,
'Tis my desire that they for me subscribe:
I'll take of them what they may give to thee;
Gold, silver, brass, or anything it be,
Blue cloth or purple, goat's hair, too, is good,
Rams' skins in red, spices, and shittim wood."
Much more He wished, and hoped that they would give,
Beside a house, where He might come and live,
To make His home and constant dwelling place,
Among these wayward tribes of Israel's race.

Interlude

(O world of mortals, men of high repute,
Is this your God? speak — are you deaf and mute?
If silence doth affirm, and yield consent,
And from your thoughtless souls it giveth vent,
Pray let me ask you to reflect a while,
And see how Nature's God you all defile.
Is this the Author of the beauteous earth?
Who gave all other worlds their form and birth?
Who made our stellar orbs that, one by one,
Revolve in order round their parent sun?
Made worlds on worlds revolve around each star,
In silent grandeur, all without a jar?
Who marshalled all the glitt'ring orbs of light,
Gave each its path, and never-ending flight?
Who gave to Saturn his concentric rings,
Within whose golden bands he whirls and swings?
Thus suns and systems tread the depths of space,
And leave no tracks for other worlds to trace.
Unending spheres revolve 'mid viewless skies,
Till lost in thought, imagination dies;
Yet all united, all one law obey,
Like little wheels that keep the time of day;

All speak one language to th' enraptured ear,
To every clime, that nature's God is here:
That He who governs all with constant care,
Records his glorious image everywhere.

O God of nature, infinite in power,
Thy wisdom shines more radiant every hour;
Yet none but Thou canst ever comprehend
Thy wondrous works, though ages never end.
Thy boundless being circles all extent,
Thy will, all worlds and beings represent;
The viewless shores of Thine eternal sea,
Are gemmed with worlds that know no God but Thee.
Yet thoughtless, weak, irreverential man,
Hath such delusive vision of Thy span,
That he would measure Thee with square and rule,
As he now takes dimensions of a mule:
Hath such uncouth conceptions of Thy head,
He makes Thee covet ram skins dyed in red;
Would wall Thy boundless limits to a house,
As children capture and incage a mouse!

But Moses tarried long on Sinai's mount;
For which delay they could not well account;
And fearing he might not return again,
And as desires to see the Lord proved vain,
The people said, "Up, Aaron! make a god
To lead us on, like Moses with his rod."
So Aaron — like the priests of modern times,
Who preach for gold, or even for the dimes,
And to this end preach which the people will,
Or any god, so they but get their fill —
Obeyed their voice, their most preposterous plea,
And made a god, that they could feel and see,
Of golden rings, from out their jeweled ears,
A molten god, of which they had no fears.
When Aaron smoothed it off with graven tool,
He told them with an air of truth so cool,
"This is the god that took direct command,
That led you forth from Egypt's darkened land";
Then built an altar, made a proclamation,
Declared the calf the god of all that nation.

When Moses' God the golden calf beheld,
And saw the people joyfully impelled,
To bow before this legged lump of gold,
And that by such a calf His throne was sold.
He said to Moses, "Get thee down, I pray,
The people have departed from their way;
Let me alone to act my chosen part,
And sate the vengeance of my burning heart,
For all my wrath against them waxed hot,
And I'll consume them all upon the spot;
But out of thee I'll make a nation great —
Restore the race to its primeval state."

But Moses, not elated by this plea,
Would not consent to let Jehovah be;
But chose to pacify His wrathful zeal,
And thus addressed Him till he made Him feel:
"If thus Thine anger burns and waxes hot,
And sure destruction is their doleful lot,
All Egypt then will speak, and justly say,
That God *designed* His people here to slay.
Turn from Thy fearful wrath, at once repent
Before Thy vengeance is on Israel spent;
Remember Abraham, and Isaac too;
And what Thou swearest by Thyself to do —
To multiply their seed like stars of heaven;
A promised land should unto them be given;
And all their seed inherit it forever,
From which no power their title deed should sever."

Thus Moses intercepts Him in the path,
Controls His will, and stays that awful wrath.
And God repents of evil thought to do,
And spares the golden calf and Israel too.

The Lord diverted from such fearful ways,
The threatened vengeance for a while delays;
Then Moses turning from Him left the mount,
Came down to Israel from the fiery fount,
With stones, containing God's divine command
All written o'er, within his grasping hand:
Approaching Israel, songs salute his ear;
And merry dance was seen as he drew near;
The golden calf appeared amid the throng,
And all the air re-echoed with their song.

Now Moses, though he preached to God so well,
To save this people and His wrath expel,
Forgot the lesson of an hour before,
And all its moral import did ignore;
His anger, like a rising, rushing tide,
Or red-hot lava from a mountain side,
Leaped from the slumbers of its quiet rest,
And roused a deadly demon in his breast!
While in this awful plight with God's great law,
Celestially engraved without a flaw,
Select as every letter thus must be,
As specimen of God's chirography,
He dashed the graven record from his hands,
And broke in fragments the divine commands,
Then *grabbed* the calf, impelled by heated ire,
And cast the golden image in the fire.
The Lord perceiving Moses in such plight,
Employs his wrath to instigate a fight;
To arm each son and speed him on the way,
With sword in hand a demon to portray;
Each to his brother, his companion, friend,
A crimson tide from every heart to send.

Now Moses, in his *wrathful* mood, obeyed;
Did not oppose, nor was God's will delayed,
But quickly armed his men for deadly fight,
And waged a bloody combat with delight.
There fell three thousand, as the record stands,
Of friends and kindred by the Lord's commands:
Thus broke Himself His law, "Thou shalt not kill."
On stones engraved, the record of His will.
If He repented in the *other* place,
He surely must have "fallen now from grace."
And soon from polished etiquette departs —
Conceals His face, but shows *His hindmost parts!*

This ancient God, the pattern of that age,
So oft misled by fierce vindictive rage,
Records His law in chapters long and dry,
Which all can read, we therefore pass them by:
But after full directions what to eat,
And which must be refused in kinds of meat,
How strange the record seems while there we read,
That God Himself commands the heinous deed
To eat the flesh of their *own children dear*,
If they did not His horrid laws revere!

This God, who also said, "Thou shalt not kill,"
Directed Moses to revoke His will,
And raise a mighty army fierce and bold,
Six hundred thousand strong in numbers told;
To plunge the naked sword and javelin
Against a race of men they had not seen.
This mighty army numb'ring every soul
From age twenty on their muster roll,
Now left the Mount and took unmeasured route,
Through trackless wilds with mingled hope and doubt.
And as the tide of time then ebbed and flowed,
Upon whose restless waves they swiftly rode,
They often murmured at the hand of fate,
That led them safely through the Red Sea gate.
In vain they wished, in spite of quails and bread,
Which heaven in rich abundance freely shed,
That they had all remained in Egypt's land,
Where hardened Pharaoh ruled with iron hand.

But still they journeyed on from year to year,
And yet their promised land did not appear.
Then God directed Moses in this wise —
"Go seek the promised land by sending spies."
Thus twelve departed, one from every band,
To search for "Canaan's fair and happy land!"
For forty days they sought but all in vain;
When each returned to Israel's tribe again.
A part described a land of milk and honey;
With cities large that cost a "mint of money."

But all the rest declared that "giants large,
Ate human flesh — the subjects of their charge;
If we should fall within their ruling power,
Our armies would be swallowed in an hour."

With these reports conflicting in their ears,
Amid their hopes, arose perplexing fears;
And all the night the congregation cried —
"Oh, would that we had all in Egypt died!
We'll make another captain and return."
Thus did their murmuring hearts for Egypt burn.
God now in wrath rebukes these homesick souls,
And like an avalanche His anger rolls;
And threatens with a pestilential stroke,
To disinherit all who thus provoke.

Again the meek high priest, as oft before,
Approached the Lord, and thus he did implore:
"If Thou do thus, all Egypt then will hear,
And speak of it in everybody's ear;
For they have heard of Thee throughout the place,
And of my talking with Thee face to face;
And of the cloud that led them forth by day,
And fire by night to light their darkened way.
Now if Thou slay them all, where is Thy fame
Among the people who have heard Thy name?
They then will say, what God had sworn to do,
He failed for want of power and wisdom too;
And as He could not lead them in His way,
To stop defeat, He did all Israel slay."

This flattering speech was all that then was needed,
For to it all God willingly acceded.

So Israel journeyed on to Edom's land,
And fought their way with bloody sword in hand:
But much disheartened for the want of meat,
And having naught but loathsome bread to eat,
It was not strange that they should now complain,
When God could send them bread and quails like rain,
And thus relieve them in their starving plight,
They having served the Lord in every fight:
While hunger gnawed 'twas human to complain,
Yet all their bitter cries and tears were vain,
For God, instead of granting their desire,
Sent poison serpents, made of flaming fire.

While thus tormented, and with sinking heart,
They prayed the heinous reptiles might depart;
But no — God let the vampires live and bite;
They did His work, which gave Him great delight:
For though they brought but death and dark despair,
"Twas sweet revenge to force the *bill of fare*:
And did not practice what He since hath said,
"If foes are hungered, let them all be fed."

Amid their torment and distressing fear,
All prayers were vain, that snakes might disappear;
Yet God but mocks their agonizing prayer,
And hangs a brazen serpent high in air;
That all that snakes had bitten might, alas!
Yet live, by seeing Satan cut in brass!
But stranger still, the image of the devil,
Is foreordained, to rescue man from evil!
Thus Satan's form before so much despised,
God now respects; this cannot be disguised.

But Israel fought their passage day by day,
And paved with human skulls their winding way;
The crimson tide yet stains the "sacred page,"
While God ignites the flames of deathly rage:
Yea, human slaughter, forced by His decree,
Baptizes earth amid a bloody sea.
Read but the page how Midian's hosts were slain,
And death's dark mantle veiled the gory plain;
Where every male, from hoary age to youth,
Was murdered in the name of God and truth;
And every female who had known a man,
Was doomed to die, by God's remorseless plan;
Though her warm love in one pure channel flowed,
And by a holy union was bestowed,
Affection deep availed no more than hate,
For every loving wife but shared the fate
To swell the bloody wave, the lukewarm tide,
While God beheld the scene and did preside.
But this is not the whole, though dark the tale;
Oh, would that pen could penetrate the veil,
Disclose the wrongs that broke poor woman's heart,
Exposed her shame, with none to take her part.

Each virgin was disrobed by bloody sires,
To gratify their lusts and base desires!
For every woman who knew not a man,
Was *doomed to live* by this licentious clan,
And made to suffer shame to such degree,
That death in mercy would have set them free!
Yet God commanded and enforced the deeds,
If He be not misjudged, for thus it reads,
And shared with them the booty and the glory —
Thus ends this false and inconsistent story.
With more than thirty thousand virgins spared,
God two from every thousand with them shared!
Of all the sheep, almost a countless throng.
His rightful portion was twelve thousand strong.
Large herds of cattle stand in open view,
Of which the Lord accepted thirty-two,
The asses next divided, all was done,
God's share of these was only sixty-one.

Fair Canaan's race next feels celestial wrath,
And sure destruction follows in their path.
All who survive, His vengeance will destroy,
With stinging hornets giving Israel joy.

Next comes God's lesson in unwholesome meat,
Instructing Israel what they should not eat;
"Of beasts that die of poison or disease
If you should eat 'twill kill by slow degrees.
But give or sell for food to passers-by,
To strangers in the gate, though they may die!
For thou so holy to the Lord thy God,
May poison any stranger from abroad."

The Lord now seems to love His chosen race,
Calls them a holy people to their face.
How changed in tone from passage near at hand,
Where God to Moses issues a command,
"To take His chosen leaders every one,
And hang their heads on high against the sun —
Before His face, to hang no other way,
That His fierce anger might not longer stay."
If this command was really obeyed,
And every head against the sun was staid,
Their heads and necks (as they survived the shock)
Must have been made of quite *superior stock*.
Be as it may, if God from wrath was cured
By this device, the pain was well endured.
But as we turn our eyes from page to page,
He yet is armed with stern vindictive rage,
Possessing passions of a demon dire,
A jealous God with anger mixed with fire.
With flames descending to the lowest hell,
Now dooms His children He had loved so well:
Heaps mischief on them all, with arrows sped,
To fly at random from his storming head.
His anger still with wild excitement burns,
On every phase of human life it turns,
Devouring hunger, and the flames of heat,
With bitter death doth all their hopes defeat;
The teeth of beasts shall come upon them all,
And poison serpents around them bite and crawl.
The sword of death no age nor station spares,
Young men nor maidens, sucklings, nor gray hairs.

But Moses now, with Canaan full in view,
With one fond look, must bid the land adieu.
The dropping sands of time through weary years,
With blighted hopes and mingled doubts and fears,
Have chilled the blood that fired his youthful hand,
And changed his footsteps to a better land.
Thus Moses yielded up his mortal life,
And bid adieu to that dark age of strife.

So ended Moses and his sad career;
But now his bold successor doth appear,
To lead the tribes in their appointed way,
The son of Nun, whose name was Joshua.
While thus commissioned with command entire,
He sent two spies full knowledge to acquire.
To Jericho they quickly did repair,
And with a *harlot* took their lodgings there.

As men are judged by company they keep,
The king concluded he would *take a peep*
At these suspicious men, who pleasure sought,
There empty bubbles are so dearly bought.
But Rahab (being such the harlot's name)
Concluded she would foil him in his game,
And told the king the men had gone their way —
Passed through the gate, when evening closed the day.
She now to make them safe her wits did tax,
And hid them on the roof among the flax.

When twilight shadows veiled the distant plain,
And hung their sable curtains o'er the main,
When all was hushed in quiet peaceful rest,
Except the throbbings of her anxious breast,
She went upon the roof without a fear,
That capped the borders of the city here,
With cord in hand — with muscles firm and true
She let them down, their journey to pursue.
They safely wound their way to Israel's tribes;
Their three days' mountain range no pen describes.
To Joshua they did *enough* reveal,
To fire his passions with unholy zeal.
Who, with his tribes faced Jordan's rolling tide,
Its deep intruding waters he defied.
The priests, with ark of covenant before,
Walked through dry shod, and reached the other shore;
The hosts of Israel followed one and all,
While Jordan, like an adamant wall,
Piled high its limpid waves without a fall!
Thus safely marched the tribes from shore to shore,
Like passing through the space where swings a door.

To make this record true among the nations
In coming years to future generations,
They took twelve stones from out the channel deep,
And left them where they tarried first to sleep;
The stones should there remain, as proof forever,
To mark the spot where Israel crossed the river.
This wondrous tale we may believe or not,
For who hath seen the stones, or found the spot!

Ordained of God to wade in human gore,
His vengeance feasted now, as oft before;
Men, women, children, aged, all were slain,
Their supplications rent the air in vain.

But there was one more favored than the rest,
 Whom Joshua and all his legions blest;
 Her life was guarded well with anxious care,
 While carnage hushed the wailings of despair.
 And yet this favored one, oh, strange to tell,
 Was but a prostitute they loved so well.
 God chose these tribes to represent His will,
 They chose a harlot, and He loved them still,
 And yet sustained this base and cruel throng,
 Whose deeds are praised in story and in song.
 This mighty army under God's command,
 Was first on earth that had a music-band,
 Composed of priests, with rams' horns seven of each,
 Enough all tones in music's scale to reach.
 This frightful chorus led the winding way,
 And round and round the city walls did play;
 For seven long days they blew their awful blast,
 While on the seventh, they seven times round it passed;
 With thirteen rounds they rent the burdened air,
 Like frenzied fiends from regions of despair;
 No wonder that the walls of Jericho,
 In their deploring attitude laid low.
 Though they defied the gnawing tooth of time,
 They bowed submissive at this awful chime!
 Then leaped these thirsty tribes for human blood
 Within the walls where this doomed city stood.

Interlude

(Oh, can it be that men revere the page,
 And take their lessons from that barbarous age,
 Where God lays bare His arm from shore to shore,
 That men may murder those unknown before,
 And save the only one they ever knew —
 A harlot, for that vile, licentious crew,
 Yet represents that God sustains it all,
 Though by their hands all but herself may fall?
 I may believe that rams' horns shook the ground,
 That massive walls from their foundation bound,
 Or that the earth itself turned inside out,
 When priests with rams' horns mingled in the shout,
 But never can I entertain the thought,
 A "God of love" these horrid scenes hath wrought.)

But deeds of death still paint the page,
 And God of Israel, full of rage,
 Yet urges on His heartless band,
 To desolate the happy land.
 To Ai next the Lord said, Go,
 And shroud the land in death and woe,
 As dark as hung o'er Jericho.
 Thus thirty thousand armed for fight,
 By Joshua were sent at night;
 And by a bold strategic plan,
 They took the life of every man,
 Except the king, they saved alive,
 But if he had a hope revive,

They soon the rising impulse checked,
And showed him what he might expect;
They hung him high upon a tree,
The first that they perchance did see.

The Gibeonites with one accord,
Now joined with Israel and the Lord,
To save their royal cities strong,
That they their lives might thus prolong.
Five kings then made their armies one,
Declaring war on Gibeon:
In hopes that they with one command,
Might make a strong successful stand.

But Gibeon's united host,
And Father, Son, and Holy Ghost,
(If three are one, and one is three,
Then God alone is Trinity),
With Joshua were all combined,
That desolation now might wind
Its fearful path among the kings,
To slay them all like little things.
And for this end, to make it sure,
The Lord from heaven, Himself secure,
Sent down large stones their blood to shed,
And strewed the ground with countless dead.
Then held the golden orb of day,
That round our planet *seems* to play;
Thus barred the sable veil of night,
While He with pleasure held the light,
To strengthen and protract the fight,
To see the fount of human gore,
Its still-increasing flood out pour.
The rolling waves extended wide,
With desolation on the tide,
While o'er the scene He did preside.
Their mournful cries the breezes bore
With sadness to the distant shore.
Thus fell Makkedah in its bloom,
And Libnah, Gezer, shared the doom,
While Eglon, Hebron, Debir, all
Alike were doomed, alike did fall.
Through all the country of the hills,
Among the vales and laughing rills,
All forms of life that breathed were slain,
In this most dark and fearful reign.
On details here I need not dwell,
For pen can never trace nor tell
The thoughts that in my bosom swell:
I cannot paint their deeds in rhyme,
No more than measure space and time.
And yet they seemed to serve the Lord,
Who blessed them with a great reward.
And gladly stayed the rolling sun,
To see their bloody work well done.

Interlude

(They knew not God, nor knew His law
That moves all worlds without a flaw:
They thought the earth on pillars stood,
That ever held it firm and good;
But never seemed to think it best,
To tell on what the pillars rest.
They thought the sun that decks the sky,
In all his majesty on high,
Revolved in his appointed way,
Around the earth by night and day;
Ne'er dreaming that the sun stood still,
And earth revolved with matchless skill.
They thought the stellar worlds of light
That cheer the silent hours of night,
Were made in feeble light to burn,
To serve our purpose in their turn.
They thought that God who rules above,
With truth and wisdom, peace and love,
Who hath but one revokeless aim,
Through all eternity the same,
Was but the servant of their race,
Who talked with Moses face to face,
And would defend his wayward seed,
And share with them each wicked deed.
Though dark *this* age, let joy awake,
That *some* have learned their sad mistake.)

Now Joshua, the son of Nun,
Who did presume to hold the sun,
Could not revoke time's onward tide,
And at five-score and ten he died;
While Judah next, at God's command,
Was made the ruler of the land.

May we not hope for better days?
That peace may shed her genial rays?
And deeds of love each soul employ,
To light their future paths with joy?
But, lo! a dark and frowning page
Reveals a God yet full of rage,
Who pours the caldrons of His wrath,
And fills with death fair Canaan's path.
The early record of his reign,
Bears witness of ten thousand slain:
Of those not numbered with the dead,
Were seventy kings, who quickly fled;
But they were not allowed repose,
But were deprived of thumbs and toes,
Which were cut off in their retreat,
And gathered up in piles of meat.
For all these deeds God was delighted,
And by Himself they were requited.

With God's approval thus elated,
His bloody reign was not abated;
But quickly with his fiendish crew,
He every soul at Zephath slew;
Then wound his way along the coast,
With his infernal bloody host;
And Gaza, Ekron, Askelon,
Were rendered hopeless and forlorn.
They scaled the rugged mountain height,
And chased the people in their flight;
The Lord was with them day by day,
To scatter death along their way.

When God and Judah reached the valley,
They found the people there to rally;
With iron chariots now at hand,
They made a bold successful stand,
Defying all the Lord's command.
In deeds of death until this hour,
While seeming leagued with Satan's power,
No force or bars impede their way,
To check their passage night or day;
The rolling deep subdued his wrath,
And bared his bosom for their path;
While Jordan's dark resistless tide,
Was in their pathway quickly dried,
And stood a wall on either side;
The sturdy walls of Jericho,
Were by the breath of priests laid low;
The golden orb that rules the day,
Was forced his journey to delay;
While sighs and groans of thousands slain,
Commingled in their onward train:
Thus *blind* success would seem to say,
All forces must their will obey.
But Satan, gorged with sin and blood,
Resolved to stay the swelling flood,
And by his tactics kindly planned,
To bless with peace the stricken land:
His schemes so clouded by disguise,
That God was taken by surprise.
Thus iron chariots now defied
All Israel's force and God beside.
And once again He is defeated,
Which had so often been repeated.

Interlude

(If they with God could not approach,
That ancient, iron, *one-horse coach*,
What could they do 'gainst Yankee lads,
With Parrott guns and iron-clads?)

By this defeat the contest was suspended,
All hope to rule the Canaanites seemed ended;
And Israel's tribes were left to choose their way,
To serve the Lord, or other gods obey.

Once free to act, they mingled with their foes,
While peace and concord soon dispelled their woes.
They left the God of battle and defeat,
That He might not His deeds of death repeat:
The battle-cry was hushed, no fierce alarm
Disturbed the day, no nightly foes to harm;
But peace now smiles with unmistakable love,
And joy awakes like joys that are above.
They took each other's daughters and their sons,
And bound their union with their little ones;
A happy change delights each passing hour;
No angry God usurps vindictive power.
Who then can blame them in this happy day,
If *Israel's* God they chose to disobey?
A God who evil did Himself create;
Chose lying spirits in their dark estate,
To execute His base and dire control
Upon an unoffending harmless soul;
Thus giving license to the powers of evil,
And doing work that ought to shame the Devil.

Honest reader do not chide me,
For the Bible is beside me,
And I will transcribe with care,
Giving verse and chapter there.

The Lord was seated on His throne most high
And all the heavenly hosts were passing by,
While thus unto the people He did call:
"Who will persuade Ahab that he may fall?"
One and another in their way replied,
But one and all alike were each denied;
Until a lying spirit came and stood,
In vile audacity before the Lord,
Yet on the Lord such good impression made,
He put all other applicants in shade:
For *he* assured the Lord that he would *lie*,
And to His prophets would the truth deny:
The Lord delighted, said, "Thou wilt prevail,
Go forth with lying tongue thou shalt not fail!"

While thus the Lord was moved in the direction
Of having for a liar such affection,
He all His prophets' mouths at once did fill
With lying spirits who obeyed His will.
God gave unholy statutes to deceive,
And judgments under which they could not live.
And David, said to be of God's own heart,
As such in cruel deeds performed his part,
By forcing Ammon's children, without cause,
Beneath the teeth of harrows and of saws.
Their reeking flesh next met the iron ax,
Then in the kilns of fire were burned like flax;
All Ammon's cities shared this horrid fate,
Which pen can never paint nor tongue relate.

No line or word of censure can we trace,
In its connection, or in any place.
Thus David acted his ignoble part,
And proved himself "a man of God's own heart."

Again I ask, Who, then can blame
A nation bowed with grief,
For seeking gods of higher aim,
To find with them relief.

Where peace might smooth their thorny path,
And light some joyous way;
Where kindly words displacing wrath,
Might cheer them day by day?

But sad their hopes, how quickly turned
Their day to dismal night;
For Godly wrath yet hotly burned,
With its vindictive might.

God sold them to their foes for slaves,
Where lingering hope might die;
Then tortured them to death's dark waves,
And scorned their bitter cry.

Thus Abraham's "unnumbered" race,
God's loved and chosen seed,
To people every land and place,
The ensign of His creed,

Are now abandoned to their fate,
Nay more — to meet His wrath,
With maledictions of His hate,
Converging in their path.

Thus God's great plan hath wholly failed,
Which clearly is revealed;
His rival having e'er prevailed
In each contested field.

Thus Satan, with unnumbered throng,
Embracing tribes and nations,
God's former hope, His joy and song,
Of many generations,

Are now within the Devil's clasp,
Obedient to his will,
Who holds them all within his grasp,
His purpose to fulfill.

And yet it seems a peaceful reign
Would be the Devil's choice;
If undisturbed he could remain,
And none oppose his voice;

For who can read that he hath waged
A war on any nation?
Or even hath his *foes* outraged,
In any generation?

But like a worthy, peaceful king,
Whose throne seemed quite unshaken,
Devised the good and useful thing,
To have the census taken.

King David yielded his command
With cheerful resignation,
And freely gave his willing hand
To Satan's wise vocation.

Thus David numbered Israel's seed —
This sore afflicted race,
By which he saw who were in need,
Or had no resting place.

An act that nations justify
Where civil laws prevail,
Of which their records testify;
Then why should God bewail?

Though Satan took the census first,
Should envious hate pursue it?
Whate'er is *good*, should not be cursed,
No matter who may do it.

But David well performed his part,
While servant of the Devil;
And numbered all with cheerful heart.
Without apparent evil.

No doubt he loved his new employ,
For which he had great cause;
For righteous deeds bring peace and joy,
Compared to kilns and saws

By which he murdered helpless man,
Impelled by God's intent,
As part of His vindictive plan
To torture and torment.

God's former host, and chosen seed,
Were few and far between,
While those who were to take the lead,
With open foes were seen.

Yet God to make his numbers great,
Called every man a hundred;
Which makes it plain why He should hate
To have them rightly numbered.

For which He was so much displeased,
His vengeance spoke again,
By blood would only be appeased,
To flood the earth like rain.

Three forms of death from which to choose,
Laid David in great strait,
For he could only two refuse,
Hence one must be his fate.

First, three years' famine in the land,
With starving, ling'ring death;
Or die by foes with sword in hand,
With three years' lease on breath;

Or three days' vengeance of the Lord,
Throughout fair Israel's coast,
Or pestilence so wide and broad,
Of which a fiend could boast.

He soon decides, though in a strait,
Within God's hands to fall;
In hope that mercies very great
Might save himself and all.

But hope for mercy was in vain,
For pestilential ire
Baptizes seventy thousand slain,
Fulfilling God's desire.

An angel next in God's command,
Commissioned with His wrath,
Came down to desolate the land,
And darken every path.

Jerusalem in all its pride,
Was also doomed to fall;
Her streets to bear a crimson tide,
And float a funeral pall.

But David now their cause did plead,
And said it was not they,
Who counted Israel's wayward seed,
Then why this people slay?

'Twas I who numbered Israel's race,
Slay me, if any one;
Or strike my father's resting place,
For justice should be done.

This little speech assuaged the Lord,
Who now perceived His error,
His angel sheathed his thirsty sword,
And calmed the raging terror.

Thus while the wailings of despair
Were being hushed in death,
God's voice electrifies the air
With warm repenting breath.

At once He gave the countermand,
Revoking His decree,
"It is enough, stay now thy hand,
And set the remnant free."

Thus God miscounts, decrees, abates,
Repents of maddened rage,
And clusters these conflicting traits,
On one recorded page.

Interlude

(O God of love — the Father of the race,
Whose kindly care pervades all time and space,
Whose will is law, through all extent the same,
Whose law is changeless as Thy holy name;
Whose throne and central point is everywhere;
Who giveth unto each Thy constant care;
Teach us to know, and love Thee as Thou art;
That Thou canst not from laws ordained depart;
That plans matured ere time's old march began,
Are yet the same unchanged and changeless plan;
That worlds and systems in their wondrous rounds,
Have their rotation, circuit, laws, and bounds;
That every soul is molded by Thy hand;
Its being, end, and aim by Thee was planned;
That all alike are agents of Thy will,
Thy grand design and noble end fulfill.
We love, O God! to venerate Thy name,
But feel that Moses' God is not the same,
Or if the same, wert then misunderstood
By those who were considered wise and good.

It seems that every creed or tribe of earth,
Conceives a god, and gives Him form and birth,
Possessing all the traits of every tribe;
Thus while portraying God, *themselves*, describe;
And as they each advance in reason's light,
And have more just conceptions of the right,
A god of like improvement then appears,
Reflecting still their passions, loves, and fears;
Then let us turn from that benighted age,
When God, a jealous God, was fired with rage;
And may diviner wisdom from above,
Expand our souls to see a god of love.)

But progress ever marks each day and age,
And sheds some light on Israel's darkened page.
Thus Jeremiah in his *best* estate,
Saw God divested of His wrath and hate;

Who with a kind, expostulating air,
Now pleads for Israel with a Father's care;
And for a season uses moral suasion
To reinstate His wayward Jewish nation.
But knowing Him so well, so long of old,
They could with little grace His plea behold;
And chose to lead a less eventful life,
Free from oppression and the field of strife.

Their non-compliance with the Lord's request
Awoke the slumb'ring anger in His breast,
And like a lion from a sweet repose
With fresh vehemence, grapples with His foes.
The very thunderbolts of heaven are hurled,
To scourge the face of a defenseless world;
The elements of vengeance, death and hate
(A fearful compound in the aggregate),
Swept man and beast and every thing around,
Including trees, and fruit upon the ground.
The voice of gladness and the voice of mirth,
No longer mingled round the social hearth;
The bride and bridegroom mutely shared the fate
Of lands and cities, all made desolate:
To strangers' arms their wives did God condemn,
And fields to others to inherit them.

Ezekiel next takes up the sad refrain,
While peace and love evoke their gentle reign;
But God resolved with sword of death in hand,
To cut the good and bad from off the land;
That every soul may know that He, the Lord,
Will not unto its sheath return the sword;
His indignation on them all will pour,
And blow His heated wrath from shore to shore.
All left of Israel's house He counts as dross;
Hence to consume them all will be no loss;
And as they gather silver, brass, and tin,
And with a furnace melt it deep within,
So will He gather them with vengeance dire,
And blast them with unceasing flaming fire;
And when these elements of death are felt,
He then will leave them in the flames to melt,
That they may know that He, the Lord, doth pour
His fury on them as in days of yore.

Fair Zidon next shall bathe in human blood,
That He, the Lord, may *there* be understood.
The land of Egypt shall be desolate,
And share with others His vindictive hate:
God with a net, will circle them around,
Then leave them all to die upon the ground,
The fowls of heaven, and beasts of all the earth,
Of ev'ry climate, longitude, and birth.
Are all invited by His fiendish will,
From piles of human flesh to eat their fill!

Who but a demon could this feast prepare —
Invite these guests to such a bill of fare,
And look with pleasure on such fell despair?

Interlude

(O poor, deluded, superstitious men,
If Satan does the like, do tell me when;
If God is falsely charged in this strange tale,
Then own the truth, that justice may prevail.
Why hug delusion, till its rotten core
Is seen, and felt, by all who dare explore?
Why not defend the truth, and shame the lie,
And vindicate the ways of God most high?)

Sun, moon, and stars refused to give their light,
And veiled their faces from the awful sight.
Throughout the country all that did remain,
Both man and beasts, were by their maker slain.
When I, the Lord, make Egypt desolate,
And scourge the land once full, with famine great,
When I shall smite all those that therein dwell,
(Of course He sends their wayward souls to hell),
Then will they know Me, as in former days,
For none but God this character displays.

Next Gog and Magog must His vengeance share,
And writhe in cruel death and dark despair;
Without tribunal or assigning cause,
God forces iron hooks into their jaws;
Then follow deeds that demons should despise,
To sanctify His name before their eyes.
Oh, who can estimate the blood He shed,
When seven long months would scarce inter the dead!
"Thus will His holy name be magnified,"
And by a nation's murder "sanctified,"
And boasts of being Israel's Holy One,
While by these deeds He makes Himself thus known;
For by His fruits must God Himself be seen
As all are judged from peasant to the queen.
But many heinous deeds I must pass o'er,
And leap stale quagmires filled with human gore.

Interlude

(O ye blind guides, pray tell me, if you can,
Where Satan ever sought the life of man?
Much less to torture with vindictive wrath,
And scatter death through every winding path.
But God of Moses whom you each defend,
As man's all-loving and eternal friend,
You all declare made earth a vale of tears,
And filled each soul with dismal doubts and fears;
Hath doomed mankind to an eternal hell,
In writhing torment evermore to dwell;
That God in wrath will fan the fiery coals,
While age on age in long succession rolls.

Where nameless tortures never, never cease,
But through unending ages will increase.
And yet you say a Father, just and kind,
Controls the whole, and fashions every mind.
O thoughtless man! to reason's voice incline,
Discard the conflict with God's love divine;
And see for once through superstition's night,
That He who made the whole, made all things right;
That by His wisdom, power, and changeless will,
All nature moves His mission to fulfill!

But as the record stands, 'tis plain to see,
That Satan ever holds supremacy;
That all God's chosen ones of every birth,
By Him selected to replenish earth,
Prefer to leave the constant field of strife,
And seek a more congenial, peaceful life.
Thus God perceives through His long bloody school,
That force can never win, nor passion rule.
God now might well indulge in thoughts of grief,
And thus soliloquize and seek relief:—
"What sad forebodings now engulf My soul,
While Satan hath dominion o'er the whole.
This earth so fair in its primeval state,
Where thornless flow'rs would bloom and vegetate,
Where fadeless verdure decked a brierless sod,
And man in his perfection equaled God,
Is all reversed, while sad and bitter years
Have made the world a wilderness of tears.
Must earth be wrested from My fond embrace,
And Satan rule and ruin all the race?
If so, then other worlds that float in space
May be the victims of his foul embrace:
And vast creation in its wondrous whole,
May yet be subject to his dire control.
From what is past, the worst I may expect;
On seas of blood my fondest hopes are wrecked.
My aching bosom swells with burdened sighs,
While hope, once buoyant, dwindles, fades, and dies.
O Earth! O Heaven! Is there no friendly power
To give Me hope in this most hopeless hour?
Are none in sadness left to weep, or tell
That Satan rules the whole, and peoples Hell?
O Vengeance! raise thy hand, renew the strife,
And probe the earth with thy relentless knife!"

But now a voice of love, from soul serene,
In gentle accents mingles in the scene,
And spake:—"My Father, spare, and in their stead
Let retribution fall upon my head:
I'll take upon Myself the form of man,
And vindicate Thy primal, faultless plan:
With kindly words and many loving deeds,
I'll fain adapt My life to all their needs;

With love for love, ay, love for those who hate,
I'll raise mankind to their primeval state.
All causes but produce their like effects,
As he who soweth seed the same expects;
Hate comes of hate, while anger feeds its fire;
While love for hate will banish hate's desire.
And, O My Father! I will be to earth,
A man of sorrow and of humble birth,
The lowly walks of human life I'll share,
And burdens of the poor and needy bear.
Their wayward footsteps ever will attend,
And be their true, confiding, faithful friend.
Thus will I hope their favor to command,
And fit them for a place at Thy right hand."

"My Son, Thy precepts all are new,
And yet they may be good and true;
But recompensing love for hate,
My honor thus to vindicate,
Is but rewarding evil deeds;
And yet You say it soweth seeds,
That will come forth in after days,
And mend their wicked, winding ways.
This strange philosophy, I own,
In all My teachings is not known.
But as My plans and powers have failed,
And sin and Satan have prevailed,
I'll waive My prejudice, and see
What good or ill may follow Thee;
I'll give My scepter to Thy hand,
And yield to Thee supreme command.")

In the fullness of time, or ripening of years,
God's only begotten from Heaven appears,
In manger was born, where the cattle were fed,
On hay for a pillow He first laid His head.
His advent thus humble, mid sorrows and tears,
Foreshadowed the future of life's coming years;
The days of His childhood and youth were concealed,
But once until manhood His life is revealed;
At length He, no longer obscure or disguised,
Is by John in the river of Jordan baptized;
When, lo! the glad Heavens were opened above,
The Spirit descended in form of a dove;
A voice from the arches resounded, "My Son,
Thou art My beloved, for well hast Thou done!"
The Spirit from Heaven, with kindness sincere,
To Jesus, the Son of Jehovah, drew near,
And now introduced Him to Satan of old,
That He the great captain of earth might behold.
They cordially met, and together they walked,
To the top of a mountain they journeyed and talked,
Where Satan portrayeth the beauties of earth,
The kingdoms he conquered, and what he was worth;

And said, "All these riches are now in Thy power,
If Thou wilt but serve me from this very hour."
But Jesus, revealing His force in reserve,
Said, "Get thee behind me! God only I serve."
Satan then left Him not further entreating,
With seeming defeat in this their first meeting.

This great moral conquest gave hope to the nations,
While angels greet Jesus with kind ministrations.
His mission so holy, I need not relate,
How blessings met cursings and love followed hate.
That He healed the infirm, gave sight to the blind;
When falsely accused, no less loving and kind;
How enemies scorned Him, derided and railed,
And many who loved Him, when need most, failed.
But such was His life in its meekness and worth,
It seemed to surpass all examples on earth.
The good seed thus scattered by love's willing hand,
Seemed fruitful to bless and encompass the land;
And in its rich harvest abundance to yield,
While nations were reapers, this planet one field.
But sad the result, as the record appears,
The seed sown in love and thus watered with tears,
Was plucked from earth's bosom before it gave birth,
By Satan who sought the dominion of earth.
Thus thwarted the purpose of Father and Son,
For what he destroyed was a hundred to one.

The contest waxed stronger, while day unto day,
The foes of Jehovah bore conquering sway;
And all the apostles with Christ were assailed,
While chief priests, in league with the Devil, prevailed.
Though great were the efforts of Father and Son,
The conquest by Satan seemed easily won.
Christ's wicked accusers were God's chosen seed,
Still led by the Devil, performed the dark deed.
And Judas was ready at Satan's command,
For thirty small pieces of silver in hand,
With a kiss to betray, and place Him in power
Of those who now sought Him, His life to devour.

The Saviour then prayed in the sadness of grief,
That aid from His Father would give Him relief;
"Oh! if it be possible this cup to shun;
My God, wilt Thou leave Me to die in their power?
Why hast Thou forsaken Me in this dark hour?"
Thus Jesus in sorrow and anguish did pray,
That death and its terrors might all pass away.
But prayerful entreaties and efforts all failed,
While Satan emboldened in triumph prevailed.
Thus Jesus was taken to Pilate and tried,
Who doomed Him to hang on the cross till He died.

The sun veiled his face and withheld his warm light,
Refusing to watch o'er the heart-rending sight:
The rock ribs of earth from their sockets were rent,
And the dead from their graves in earth's struggles were sent.
But Satan, triumphant, rejoiced in the gloom,
As Jesus was laid in the depths of the tomb.
Thus in the great contest with Father and Son,
The Devil was victor, though sadly he won.
From Eden's fair bowers, unto Calvary's height,
He has thwarted God's plans, and has won every fight;
And his broad, crooked road is still thronged every day,
While but few ever walk in the straight, narrow way.

I would not pluck a gem from Jesus' brow,
Before whose name all monarchs well may bow:
But thus to deify that blessed name,
And think all others ought to do the same,
Is what he never claimed, much less did plan,
For he but called himself the son of man.
Nor was he void of worldly care and strife,
Or wholly free from some mistakes in life.
Behold him, as he hungered by the way,
And saw a fig-tree, in the light of day;
While yet the time of figs was out of season,
To look for them did not accord with reason;
And still he thought its fruit all ripe and fair,
Upon the leafy boughs were hanging there;
But to his disappointment none were found
Among the verdant leaves nor on the ground.
This so disturbed that calm and peaceful mind,
He to the great mistake was not resigned,
And therefore caused the tree to fade and die,
For thus deceiving him, while passing by.

Could Christ be God, who knowing all, not know
The time and season when the figs should grow?
And also seeing all, could he not see,
If figs were there or not upon the tree?
And finding none, could God thus vent His spite,
And kill a harmless, senseless tree outright?
Is this the God who mapped the vault of space
With rolling worlds that keep their time and place?
Who marks the bounds of each revolving sphere,
While ages pass, and cycles disappear?
Yet counts the moments as they swiftly play,
And keeps the record of each passing day.

If he were God, no other will could harm,
None could betray, or signal death's alarm:
No supplication to a higher power,
Could swell his soul when threat'ning tempests lower;
And yet he prayed to God in earnest tone,
And said *Thy* will, O God, not *mine*, be done.

But it is claimed his miracles combine
To prove that he, in truth was the Divine.
Yet Christ doth say in language plain and true,
That greater deeds than mine shall others do.
"I can do nothing of myself alone;
Thus in God's strength I work, and not my own;
And though my second coming is revealed,
Yet God from me hath kept the time concealed."
Christ also asserted which none can deny,
"I go to my Father, who's greater than I,"
And whenever called good the statement denied,
And said, "*God* is good, and *none* other beside."

Then do not call him God, while all can scan
Page after page that proves him but a man;
But rather call him by his chosen name,
The "son of man," who sought to higher aim;
Yet let us seek in all that's good and great,
His noble life of love to imitate.
And though he was a man of favored birth,
A moral light-house in this darkened earth,
Yet not unlike all other men was born,
Who grope in darkness, or the earth adorn;
Which is the path that angels all have trod,
While they with Christ and us are Sons of God.

O mortals! mark the folly of your creeds,
How they ignore a life of honest deeds,
And force belief in Christ as God of all,
Or be forever damned for Adam's fall.
Though deeds of love are daily our delight,
Though we despise the wrong and love the right,
The poor and needy may our bounty share,
In deeds that speak the language of true prayer,
'Twill not release the soul from endless hell,
Where angry God and demons ever dwell.
But once believe, and bow the bended knee,
And Heaven is ours through all eternity,
Though steeped in sin, or dyed in human blood,
Or make our path of life a crimson flood,
Belief in Christ will make us white as wool,
And give us fellowship with God in full.

Will this suffice, is asked with wild delight,
To change a demon to angelic light?
The church declares there is no other way,
And then will qualify their creeds, and say:
You must believe that Christ and God are one;
That Christ is God, and yet God's only son;
That Satan thwarted God when Adam fell,
And doomed the race of man to endless hell;
That God in grief repented making man,
Because the Devil foiled Him in His plan.
That His designs with man have ever failed;
That sin and Satan ever have prevailed;

That when God came to earth in its dark hour,
To rescue man from Satan's ruling power,
In this great contest God Himself was slain,
And all His efforts to escape were vain.
They only took His mortal life, you say,
While His divine survived the dreadful day;
But I in kindness will the creeds implore,
To tell if any ever murdered more.

You must believe that Satan's scheme devised
That God should be rejected and despised,
And that the masses should His name deny,
And by His chosen race was doomed to die.
That those selected as the only seed,
To represent His name in word and deed,
Let on by Satan's will, performed the crime,
And cast the shadow on the face of time.
That Nature mourned without a God, in gloom,
Until he burst the bars that bound the tomb.

You must believe that men are all depraved,
And that but few of all mankind are saved;
Yet by God's cruel death, oh, strange to tell,
These few are thus released from endless hell;
For every creed declares all hope is vain,
If Christ the son of God had not been slain;
And yet I think no creed will dare deny
That Satan caused the Lord their God to die:
Thus it would seem that all who rest in peace,
May thank the Devil for their kind release!
You must believe that Christ's great trump will sound,
And waken all that sleep beneath the ground;
That bone to bone, with bodies, limbs, and veins,
Will be replete with their old nerves and brains:
That every soul of Adam's ancient race,
Are held in doubt, in some sequestered place,
Are waiting for the last great judgment day,
While mournful years and ages pass away;
But strange to tell, this trumpet's awful blast,
Will bring their soulless bodies forth at last,
And, as the Judge decides, in Heaven or Hell,
Both soul and body must forever dwell;
That while eternal ages went their way,
All must be cumbered with this load of clay;
And that the sober few with waving palms,
Will ever praise God's name by singing psalms.

All this you must believe, and more,
If you would reach *their* heavenly shore.

Who can believe what seemeth but a lie?
But if I could, I'd rather starve and die,
Than stifle reason and all sense of right,
To blind my eyes, and swear there is no light!
Belief is the persuasion of a soul,
Which force of circumstances *must* control.

No wonder that "not many wise obey,"
Or "travel on the straight and narrow way,"
Or that the broad and crooked thoroughfare,
Is thronged with men of sense who travel there.
For those who dare to walk by reason's light,
Prefer the day to superstition's night;
And thus obey the laws of God within;
All doing less, must live in conscious sin;
None can do more, for God in His behest,
But governs all as seemeth wise and best.
Thus should all souls their highest thoughts obey —
Be finite gods in all they do and say.
O Reason, lend thy hand, let truth prevail,
Before whose light all dismal creeds must fail!
And may a God of Holy Love be known,
A God who rules creation as His own,
Without a power to hinder or delay,
While nature moves in its appointed way:
A God with but one plan, one grand design,
In which all systems, suns, and spheres combine;
While man, the crowning apex of the whole,
Like suns and worlds is subject to control.
And yet in man all forms and powers combine
A union of the human and divine,
The ultimatum of God's grand design.
And as the spheres revolve their tireless rounds,
Man still progressing hath no spheres nor bounds;
But while unending ages onward roll,
No power will check the progress of a soul.

The Story of
THE VOICE OF PRAYER
By Warren Sumner Barlow

True prayer is a boon to the sorrowing soul,
The anchor of hope when the dark billows roll;
The magnet that points through the gloom to the star,
And guides our frail bark to the haven afar.
It opens within every channel of love,
And brings us in union with angels above—
'Tis a ladder that lifts every child of the sod
In closer communion with Nature and God.
It strengthens the soul in its hallowed powers,
To merit the land with its evergreen bowers;
It lightens the burdens of sorrow and gloom,
And cheers the dark passage that arches the tomb.
Yet our prayers *must* accord with *immutable laws*,
Else we pray for effects *independent of cause*.

But the zealot declares, "If in *faith* you implore,
All prayers will be answered in bountiful store;
Though faith may but equal a small mustard seed,
To the sin stricken soul it supplies every need,
While even the mountains will heed his decree,
And leap with one bound to the depth of the sea!"
(Mat. xxi, 21.)

But who can have faith that ignores every sense?
The very assumption is empty pretense,
And rivets the chains to a cowardly slave,
Divested of all that is noble and brave;
Whose faltering tongue can but feebly express
What manhood and honor would gladly suppress;
Whose faithless petitions oft burden the air,
Directing his Maker through long, windy prayer,
Where the line of His duties explicitly run,
Their order and details when all should be done;
Whose vain innuendoes, if answered at all,
The rounds of creation would stagnate and fall!
Oh man! *be* a man in the sense of a soul
Full conscious of faith in a Father's control,
A faith that unlocks the deep caverns of thought,
Regardless of phantoms that bigots have wrought,
A faith that illumines the vault of the skies,
Where joys are eternal—where hope never dies,

Where every immortal with boundless desires,
In its zenith of glory will kindle new fires!
For scenes, so transporting, to shorten the way,
Let faith ever move us to labor and pray.

Ever pray *with the law*, so shall harmony reign,
And your prayers will not mock you, as utterly vain,
Then pray that the shadows may fall from your eyes,
That truth may but triumph, while prejudice dies,
That all may embrace what their highest thoughts crave,
Each think for himself, not be led like a slave;
That reason and conscience may ever prevail,
Though cherished opinions forever may fail;
Then fervently pray *in the light of God's laws*,
That prayers may be heard, as *effects follow cause*.

But to pray that the Lord will in mercy come down,
To feed some poor beggar that comes to your town,
Is asking your Maker in kindness to do
Precisely the work He has given to you.
How vain are the prayers that the starving be fed,
Compared to bestowing a morsel of bread.

To pray that kind showers may in bounty descend,
That earthquakes and hurricanes ne'er may offend—
That fire may not burn you, and water not drown—
To jump from a steeple and gently come down,—
Is asking Jehovah to alter His law,
As much as to say you've detected a flaw!

To pray that the innocent suffer for crime,
That we in our folly committed through time,
Is to censure the passage that all should revere,
Which saith, that "the guilty can *never* go clear;"
(Ex. xxxiv. 7.)

No repentance, no *faith* can e'er banish a woe,
For the truth is revealed, "all must reap what they sow."
(Gal. vi. 7.)

No *forgiveness* can ever change tares into wheat,
He who sows, must *uproot* them, and learn by defeat;
Then blend all your prayers with this *true* revelation,
That "each for *himself* must work out his salvation!"
(Phil. ii. 12.)

We must grow from within or in weakness must fall,
To trust to another, we jeopardize all,

Our wills must arouse us to labor and pray,
And hold us to duty's beneficent way.
This school of self culture will lead us at length
To rely on our powers, and to grow in our strength;
Thus upward and onward from earth to the skies,
We'll work our own passage by working to rise.

The "Prodigal Son" in the annals of time,
Gives blessings unearned to a dark life of crime;
Behold him estranged from the home of his youth—
A wayward apostate to virtue and truth,
Exhausting his substance by riotous strife,
He beggars himself in the morning of life;
He poisons the stream from the fountain divine,
Till at last he becomes but a servant of swine!
The fruit of his folly he feels to despise,
To return to his father he now doth arise;
But what a transition awaiteth his name,
And what a reward for his folly and shame!
From swine in their filth and from penniless woe,
He flies like an arrow that's sped from a bow,
And alights where the tumults of gladness await,
Where he's feasted and clad in the fashion of state;
Embellished in garments of princely attire,
Of all others he now is the one to admire.
His brother who never had swerved from the right,
Was veiled in the shadows of his brilliant light;
No wonder he felt that injustice and wrong,
Was feasting the wayward—was breathed in their song.
Even the prodigal on his return,
Manfully chose like a servant to earn
His way to promotion, by labor and care,
Till justice awarded a portion his share.
And this is the law by which all must arise,
From the shadows of earth to the light of the skies.

A rapid transition from sinner to saint,
An artist may fashion with canvas and paint;
But *Nature* unfoldeth her germs by degrees,
From the tiniest flower to the sturdiest trees;
And man in his progress *this law* must fulfill,
Whose life currents swell by the force of his will.
Then let us all pray that our work be well done,
And avoid the broad road of the prodigal son;
And may all awards and all blessings be spurned,
Not founded in justice — not honestly earned.

The oak all alone on the top of the hill,
With roots that lay hold of the rocks,
Defieth the storm with a confident thrill,
The earth with its heavings and shocks.

But to grow in the valley surrounded by trees,
Where each gives protection to all,
Where tornadoes in fragments come soft as a breeze,
Divided, they totter and fall.

Then let us in weakness develop to strength —
Grow strong like the oak on the hill,
For patient endurance will conquer at length,
By the force of invincible will.

To fully possess we must honestly earn,
All else will be counted as naught;
By self application we only can learn,
Or scale the bright summit of thought.

Then ever be grateful for something to do,
And *do it* with cheerful good will,
Defying all evil be noble and true,
And grow like the oak on the hill.

But total depravity's withering blight,
Still mantles the church in a sorrowful night,
And creeds in their darkness as ever distrust
Man's reason as carnal, his virtues but lust;
Disclaiming all merit in duty well done,
They lean on the arm of God's dutiful son;
In weakness and darkness they plod the same rounds,
Discarding the wisdom of changing their bounds,
All moral achievements of whatever name,
And deeds of a demon are counted the same,
So far as the *merits* of either *avail*,
As *neither* can weigh in an orthodox scale.
But *Calvin's* adherents in doctrine maintain,
That *even* the merits of *Christ* are all vain;
That foreordination defines the elect,
And limits all reprobates God will reject;
Transgression can forfeit no claim to the throne;
No virtue can ever rob hell of its own!
In this sad dilemma we never can tell,
Which is our destiny, heaven or hell!

So each bides his time, and ever must wait,
Till the judge in all kindness announces our fate!
Oh what a delusion for men to believe!
What teachers, when teaching is but to deceive!
What a license to indolence, folly and crime,
To darken the sands in the pathway of time!
Oh reason and justice illumine the way,
And be their companions whenever they pray.

Man prays that his Maker would lengthen his days,
While the laws of his being he seldom obeys;
The spirit immortal will gladly depart
When life-giving fountains congeal at the heart;
*No law is suspended should earth everywhere
Unite in one chorus, to swell the same prayer!*
An honest old Negro most ardent in prayer,
With reason and faith not developed with care,
In asking God's blessing on each frugal meal,
For what he most needed made earnest appeal.
A wag who perceived his potatoes were gone,
With basket brim full, at the earliest dawn,
Secreted himself in the cabin o'er head,
Where the Negro below him yet slumbered in bed;
Who soon roused to cooking the best he was able,
And under the hatchway spread out his pine table.
Without a potato to grace any plate,
He seated himself, yet bewailing his fate,
Exclaimed, "O my Fader, in merciful love,
Give Cuffy some 'taters from bounties above."
At once the potatoes came showering down,
Upsetting his dishes, and pelting his crown!
"O them's um, them's um, bless de Lord, O my soul!
Who cares for de coffee, de pitcher and bowl?
De shower of big 'taters, O Lord, am sublime, —
But I pray dat you leff um down easy next time."
Whether fiction or fact, this illustrates, I deem,
That *some* answers to prayers are not *all* that they seem.

*Then pray that your prayers with God's laws ever blend
In union with deeds, that will bless and extend;
For these are the prayers that the Lord ever heeds,
Regardless of color, of birth, or of creeds.*

Our homes that protect us from sunshine and storm,
Are prayerful emotions in tangible form:

Asylums and churches, and schools everywhere,
Are fruits of our labor commingled with prayer.
Admitting their errors, I pity the thought
That chides every movement not perfectly wrought,
For each hath a mission, and laudable plan.
And rather than censure, improve, if you can:
Fraternal forbearance, and charity should
Excuse many follies, where *motives* are good.

The church all advise us that Christ taught with care,
Not only the duty, but *manner* of prayer,
Yet his prayers were in private — alone he retired,
Where his thoughts undiverted to heaven aspired;
In the depth of the forest at evening's repose,
When Nature forgets all her turmoil and woes,
There Christ wends his way, from the scenes of commotion,
And his altar illumines with the flames of devotion!

(Mat. xiv. 23, Mark vi. 46, Luke v. 16, also vi. 12.)

By example and precept he taught evermore,
To enter our closet, and shutting the door
In secret to pray: and that moments thus spent,
Would surely reward us wherever we went.
But to pray before men at the corners of streets,
Or with multitudes thronging the synagogue's seats,
Is to be like the hypocrites, selfish and vain,
Who thus seek the praises of men to attain.

Then enter your closet — *your soul's center closet*,
Alone with your God, with your thoughts deep within,
There pray that you ever, by earnest endeavor,
May fight the good fight and the victory win.

A word kindly spoken the right time and place,
May lift some dark soul from the depths of disgrace;
May waken a prayer on the altar of love,
That ends in fruition, with angels above.
We thus build a ladder, — each deed is a round, —
That reaches to heaven, while touching the ground;
For in aiding the least is involved the reward —
"Enter thou into the joy of thy Lord."

(Mat. xxv. 21, 23.)

Then pray with your purse, with kind words and good deeds;
O pray that our churches may think less of creeds,
That ever the poor may be welcomed within,
Though garments are tattered — souls blotted with sin —

And that love, pure, unselfish, each heart may expand
And peace, with its blessings pervade every land.

O pray that intemperance wither and die,
That man, disenthralled, set his mark ever high;
That Nature may never indict us for treason,
That man slake his thirst at the fountain of reason.
That the sword may succumb to the power of the pen,
And be sheathed by the highest tribunals of men.

O pray for the children that beg by the way,
So friendless, no kindness to cheer the long day;
Their minds while yet tender by love are impressed,
Then plant your affections within their young breast;
Who knows by the surface the treasures below?
Where grateful emotions their forces bestow?
You may haply develop a germ in the soul,
That will from that moment have strength of control.
Then nurture the children — the dear loving children,
That smilingly greet us wherever we turn,
Instruct them to triumph, that bearing life's burden,
Its lessons of patience and power they may learn.

May woman (God bless her) have equal position
With man, under law, and in *every* condition.
Her "ballot" so gentle like "snowflakes" descending —
With feminine features through laws interblending,
May round the rough angles of turbulent man,
That she in her genius *may be all she can*.
Her true intuitions, oft valued as naught,
Will reach a conclusion with flash of a thought;
While man with his reason, though massive and strong,
With pond'rous assumptions comes plodding along!

Remember the Indians with filial affection,
And give them our laws, with their arms of protection.
O pray for yourself in the depth of your soul —
That passion and appetite never control —
That wisdom may guide every action of life —
That love conquer hatred, and banish all strife.

If a husband, or wife, then nurture with care
Reciprocal love, from the fountain of prayer;
Your little attentions should daily entwine,
Like tendrils that hold every fast-clinging vine.

Your children should walk in the breath of your love,
While teaching earth's lessons, direct them above.
O make your homes happy with cheerful delight,
And children like *chickens* will come home at night;
And none of your household will willingly roam,
But ever remember "There's no place like home."

It was labor with prayer that dotted the seas
With the sails of the mariner filled by the breeze,
And gave him the compass which points to the star,
To guide him in safety o'er oceans afar.

The prayer of Columbus 'mid slander and wrong,
Gave birth to Columbia's beautiful song.
How sadly he prayed, 'til his labors were blest,
With a home for the world "in the Land of The West."
Then labor and pray 'til the isles of the sea,
Inscribe on their banner "The Land Of The Free."

We little know by what enduring strife,
Our fathers brought this continent to life;
How long and weary were their early years,
How sad and dreary were their daily fears,
While untaught Nature frowned at every blow,
And like the red man was their stalwart foe;
How Britain ever claimed the "Lion's share"
Of their unceasing toil and anxious care,
And yet they bore oppression like a sage,
Until endurance kindled into rage,
Then they proclaimed, "henceforth *we will be free!*"
And sank old Britain's taxes with her tea.
Then came their seven years' war — a seven fold strand,
That bound their hearts in one heroic band;
One prayer was borne on their united breath,
"O give us Liberty, or give us death!"
At last triumphant they became a Nation,
And States were Stars of one Grand Constellation!

But early in their weary toil,
In felling trees to till the soil,
Their brawny arms though hard and strong,
By toiling early, late and long
Their hearts though brave and ever true,
To build this Western World anew,

Were feeble in their force and skill,
Compared to their *unbending will*;
Their needs were father of this prayer,
That burst upon the willing air:

"Aid, for the toiler in his strife!
Aid, for a Nation's early life!
Aid, for our wives who spin and weave!
Their toilsome hours we pray relieve!
Aid, that our lands may not repose,
But bloom in beauty like the rose.
Let forests bow their stately pride,
That we may o'er their ashes ride;
Let Towns, and Cities rear their heads,
For those who sleep in trundle beds;
Come; any force, whate'er it be,
And we will join our fate with thee."
Their prayers were heard o'er hill and plain,
Nor did they supplicate in vain:
For laughing streams, whose voices rang,
As down the cliffs they danced and sang,
Were checked amid their mirthful reel,
And made to turn a water-wheel!

Then steam that hissed with foaming pride,
Defying all the powers beside,
Was caught within an iron cage,
While boiling o'er with heated rage!
His force excited naught could hold,
And though his will was scarce controlled,
It was observed, if not abused,
His forces could be wisely used.
Then spindles hummed at his behest —
O'er ocean towered his cloudy crest.
The iron horse the wind outran,
And made the world anew for man!

The lightning from the clouds was caught —
And vitalized with living thought;
Our Franklin reined the flaming steed,
While Morse subdued him to our need,
Whose heart propels electric fires,
Around the world on slender wires!
With magic life new scenes unfurled
Their wonders to a new-born world!

Our iron ribs across our breast,
Bore loaded wheels at our behest;
The reins of thought were in our hands,
While we conversed with distant lands;
Our fertile fields from shore to shore,
Fed other Nations from our store;
While every tongue, and tribe of earth,
Was welcomed at our Nation's hearth;
We grew in numbers, wealth and power,
And lived an age in every hour!

But pride the bane of worldly strength,
Grew with our growth until, at length,
A viper coiled around our heart,
And chilled our blood by fiendish art.
Thus stupefied we ceased to pray,
While his cold coils extended lay.
Until a mother's burdened prayer,
Electrified with midnight air:
With frenzied lamentations wild,
She prayed, "O give me back my child!
O God, return my darling boy,
And fill a mother's soul with joy!"

Her prayer was echoed far and wide,
It caught the breeze and kissed the tide;
Responses met her earnest plea
For Justice, Truth, and Liberty.
Yet all the powers of hell were hurled,
To choke the prayers that shook the world!
But Justice held her even scales,
In which the right at length prevails;
And though the blood of thousands slain
With iron hail, was shed like rain;
Though conflict raged most fierce and strong,
Though days were dark and years-so-long,
Yet Freedom's glorious banner rose
Triumphant, over all our foes!

O hills, and dales, and laughing streams,
Kissed by the Sun's enamored beams,
Send your glad shout from sea to sea —
"One Land on God's green Earth is free!"

Free! Think, Oh man, in this glad hour
Doth *Woman* share thy freedom's dower?
Remember — God bestows His care
Of sex regardless everywhere —
All are the equal children — all,
Of Him who notes the "sparrow's fall."
Must she who is thy counterpart —
The sunny side of every heart —
The part essential to the whole,
Not have a voice in self-control?

Must woman in her high behest,
Obey alone what man thinks best,
And bow to his supreme control,
A thoughtless, helpless, prayerless soul?
Be taxed like man, like man obey,
Moulded by him like potter's clay?

Must he who lives a loving heart,
By his illusive, fiendish art,
Be not disgraced, though undisguised,
While *she* is ruined, and despised?

Must she who rears her noble sons —
Her daughters fair, from little ones,
Have naught to say what law shall bless
A mother's love, and tenderness?

Shall legal murder scourge the land,
Whose poison dens at every hand
Are portals to a drunkard's grave,
And *woman have no power to save?*
O man invoke her loving aid,
That all these evils may be stayed.
The prayers of our fathers were more than they seemed,
When the sunshine of Liberty over them beamed,
For when they proclaimed equal rights throughout earth!
Our Goddess conceived, and ere long will give birth,
For her pain and her labor foreshadow the morn,
When Freedom the child of her love will be born.
Then laws will protect every child of the sod,
And know no distinction, like Nature and God.

Then man will in peace and in purity grow,
Without the intrusion of, Why do ye so?
Our honest convictions like sunbeams will greet,
And many-toned colors will blend as they meet;
Then all will be judged by the standard of worth,
Regardless of wealth or distinction of birth.
Our churches wide open, divested of creeds,
Will mould their instruction of man's highest needs:
Their lessons of wisdom will teach self-control —
A health-giving fountain to body and soul.
The gospel of love will with laws interblend,
In union with deeds, for a glorious end;
With one common brotherhood under the sun,
All union of interests center in one.
Our natures expanded by freedom of thought,
Though all become teachers, all seek to be taught;
Yet thought in its channel, like rivers will flow
To the Ocean of Truth, as still onward we go;
Till the Banner of Peace and Good Will is unfurled,
To all Oceans and Lands that encircle the World!
That all these rich blessings may bloom everywhere,
Let Nations unite in *effectual* Prayer.
(The Voice of Prayer. Barlow's Voices.)

The Story Of
MALICIOUS IGNORANCE

STATE OF IOWA
HOUSE OF REPRESENTATIVES
FIFTY SECOND GENERAL ASSEMBLY
DES MOINES, 19, IOWA

G. T. Kuester
Speaker

Home Address:
Griswold, Iowa
December 1, 1947

Robert D. Blue, Governor
Des Moines, Iowa.
Dear friend Bob:

You will find herewith the information requested in regard to the case, C. L. Wilson, D.C., of Atlantic, Iowa. I suggested to the committee that the letter be addressed to your home so that you were sure to receive it.

It looks to me, Bob, that the actions of the Basic Science Board will bear investigation, and, knowing you as I do, I have no fear but that justice will be done.

Please check into the matter carefully. Thanking you and with all good wishes — will be seeing you soon at the Session.

Sincerely,

Your friend, Gus T. Kuester.

Atlantic, Iowa,
November 28, 1947

Robert D. Blue,
Governor of Iowa,
Des Moines, Iowa.
Honorable Mr. Blue:

In compliance with your request made on Nov. 25, 1947, that the group of men who pleaded with you in behalf of Dr. Charles L. Wilson, D.C., of Atlantic, Iowa, should talk with Dr. Bierring and then report facts and findings to you, we present the following:

When we arrived at the Board of Health Building and asked to see Dr. Bierring, his private secretary refused us until we told her the Governor sent us. Then we were all admitted, including Dr. Wilson.

When asked why a license was not issued to Dr. Wilson, Dr. Bierring replied that the Chiropractic Board was favorable but that the trouble lay with the Basic Science Board. He proceeded to tell why this board was originally made, and that it had been passing a good many Chiropractors as well as others. But — when Dr. Wilson asked him if he knew that *not one* Chiropractor was allowed to pass the Basic Science Examination in 1946, and only *three* in 1945, and *two* in 1944, he showed complete surprise.

We asked him what type of questions were given in these examinations and he admitted that he had no idea but knew they were supposed to be elementary and fundamental only. He also admitted he hadn't seen a set of questions in 4 or 5 years. Whereupon, Dr. Bierring turned to Dr. Wilson and asked if he had a set of the questions given in the last examination he had written. Dr. Wilson stated that it was impossible to come away from the examination with a set of the questions. This Dr. Bierring questioned, saying that the test questions were Public Property and not to be kept secret. He was then told that Dr. Wilson, on April 8th last past, had folded his set of questions and put them in his pocket when finishing the examination, and the Board refused to accept his papers unless the questions accompanied them.

At Dr. Bierring's request, Wilson recalled several of the questions that were asked. Whereupon, some member of the committee asked Bierring if he could answer those questions, and he admitted he could not.

When asked if he had any authority over the Basic Science Board, he replied, "No." And asked if he knew there was no recourse in the Courts, he replied, "I think that is right."

At this point, Dr. Bierring said he would call Ben Peterson, Secretary of the Basic Science Board. He buzzed for his private secretary and told her to get Peterson on the phone. This his secretary refused to do in front of the committee. She said, and we quote: "Anything you want to know, I'll tell you. If you want to know about Dr. Wilson's case, I can tell you that he did not take the last Basic Science Examination, and I have turned this fact over to Mr. Carlson." She also said she had a letter from Peterson to verify this statement.

Dr. Wilson showed Dr. Bierring the notification of his grades received from this examination. No explanation was offered by either Bierring or his secretary.

Governor Blue, there was no way by which Dr. Bierring's secre-

tary should have known why or what Mr. Peterson was wanted for.

Dr. Bierring then left the room for at least ten minutes during which time we could distinctly hear him arguing with his secretary, or, should we say hear her 'telling him where he stood and exactly what he could do. We believe there could not have been a telephone call made to Cedar Rapids, but when Dr. Bierring returned he said that he had talked to Peterson and was told that Wilson's best bet was to go to Storm Lake and Iowa City to talk to Smith and Bodine personally. (Note P.S.)

Dr. Bierring admitted that a medical student could go to Chicago and take an examination that was entirely medical and then return to Iowa and receive a license without further examination.

He said he did not know and registered great surprise when told that there are about 1500 students in The Palmer School of Chiropractic, and heartily agreed that they couldn't all be dumb.

When questioned about the possibility of amending the present law, he said he thought it could be repealed entirely, and that even the medics would approve its repeal.

At this point, Dr. Bierring's secretary burst into the office without warning, and openly insulted every man there, including Dr. Bierring himself. She positively snarled that she had put his next appointment in Room (so and so) and that he was away past his appointment time now.

Governor Blue, this delegation is convinced and astounded at the following apparent facts:

1. Neither you, Governor Blue, nor Dr. Bierring will acknowledge authority over the Basic Science Board when it is an appointive board. We do think you have such authority according to Sec. 6, Iowa Basic Science Law enacted by the 46th General Assembly.
2. There is no recourse to their action in the courts.
3. The Health Department of the State of Iowa is run by Dr. Bierring's secretary and not by Dr. Bierring himself.
4. That Dr. Bierring knows nothing of the effect of this Basic Science Law on Healing Arts other than medicine, and of its devastating results.
5. All evidence points to the fact that neither the Health Department nor Basic Science Board carries out Sec. 8 of the Iowa Basic Science Law. This is borne out by the fact that Dr. Bierring did not have any records mentioned in Sec. 8.

6. All evidence also points to the fact that Dr. Bierring has not signed a license for a long time or he would have knowledge of the above.

Dr. Wilson has furnished other data including the number and date of examinations taken, his grades, and the number of licenses issued from 1921 to 1946, and we believe it speaks for itself.

This Committee or any part thereof will be most willing to return to your office at your request, for further interview, or will exert every effort to obtain any further information which you may desire. But we do feel, without any doubt, that there is being a grave injustice perpetrated by the State of Iowa against Dr. Wilson and his patients by barring him from practicing Chiropractic legally in the State of Iowa when he had definitely proved his ability in his profession.

This report is respectfully submitted and signed by:

Lee C. Johnson — Chairman of Cass County
Farm Bureau Legislative Committee

V. S. Hansen — Commander of Disabled
American Veterans

Ora Moller — Exalted Ruler of Elks No. 445

Carl Cardio — Service Officer of V.F.W.

Troy C. Fisher — Legion Representative

George Hartman — Zone Chairman Lion's
International

Jack Maher — Amvet. Representative

P.S. Notarized report of committee interviewing Mr. Fredric F. Smith is attached.

Report of Interview With Fredric F. Smith

On Sunday, November 30, 1947, the undersigned group of men and Dr. Wilson went to Storm Lake to talk with Mr. Fredric F. Smith, as Dr. Bierring had requested. Mr. Smith is the member of the Basic Science Board giving the Anatomy examination.

It was soon apparent that due to Mr. Smith's being hard of hearing he was not aware that Dr. Wilson was one of the group

even though introductions were regularly made. When he was told that the men were interested in finding out why Chiropractors were not being passed by the Basic Science Board, he immediately insulted all Chiropractors and any one who in his estimation "was dumb enough" to go to one. This included every man in the group. This insult was repeated time and again throughout our interview.

Mr. Smith continuously said that a Chiropractor was not any good except for a very few little things, and that he would never consent to use one.

"The board was set up to see that every man in the healing arts was of a given standard based on the medical standards or requirements," said Mr. Smith. "And we do not know to whom the test is given or whose papers we are grading. This information is kept in Cedar Rapids by Mr. Peterson, Secretary of the Board."

But on further questioning, Mr. Smith admitted that for a long time the Health Department had sent each member of the board a list of each man's name and number so that he could have a record of same.

Mr. Smith continued, "This list has not been sent for a long time now." But Mrs. Smith spoke up and said, "You got a list of this last examination."

Mr. Smith was asked about numbers and knowledge of who belonged to the numbers on questions.

Mr. Smith answered, "We have no way of knowing whom they belong to, but of course Peterson knows as he must send in the grades to Dr. Bierring's office."

In speaking as "we" he must have meant the Basic Science Board of which Peterson is a member; so it is evident that the board, regardless, does know whose paper they are grading.

Governor Blue, Mr. Smith said, "We had one member on the board who was making the Hygiene examination too easy, and most everyone passed it; so we (the board) tried to change him, but he would not do as the board wanted; so we got rid of him. Now we have a very good board that all works together."

Committee: "The Basic Science Law says only elementary and fundamental questions are to be asked."

Mr. Smith: "That does not mean reasonable or simple questions. There are things that all doctors should know, and any one who has not had 400 hours in anatomy cannot know. We are not supposed to know if any one of the professions uses this information or not."

Question: "Is it possible to obtain copies of questions used?"

Mr. Smith: "No, it is not. We used to give them out, but the Chiropractors memorized the questions and answers for future examinations. We do not believe they knew enough to answer them otherwise. Now we refuse to give them out. Personally, I believe that they should not be allowed to take another examination without further schooling."

Question: "Do you think that a Chiropractor should know such questions as naming surgical instruments? That was asked in one examination."

Mr. Smith: "We do not know what one or the other profession uses."

Question: "Does the Palmer School give 400 hours of Anatomy in their course?"

Mr. Smith: "I do not know, but I guess you can go down there for 3 or 4 months, and they can give you 400 hours in that time. I believe that the Palmer School of Chiropractic should set their house in order and require a pre-medical course for every student before entering their training."

Question: "Do you believe if a person went to a medical school and took a pre-medical course that he would pass the Basic Science examination?"

Mr. Smith: "I think they would. They should have zoology and biology." (Please note, Governor Blue, that Smith teaches biology, and Bodine of Iowa City teaches zoology, and that these two men have failed Dr. Wilson continuously.)

Question: "To whom are you responsible?"

Mr. Smith: "We are responsible to NO ONE."

Committee: "Aren't you responsible to Governor Blue or to Dr. Bierring?"

Mr. Smith: "No, they have nothing to say about us, or what we do."

Question: "Can your actions be questioned by the Courts?"

Mr. Smith: "No, we are appointed because we are qualified, and that is it."

Question: "Where do you get the questions that are asked?"

Mr. Smith: "From *Gray's Anatomy* and other States' Basic Science Boards."

Question: "Do you believe that a written examination of 5 or 6 questions determines a doctor's ability to administer to the sick?"

Mr. Smith: "Yes, I do. You should see some of the examination papers, words spelled wrong, poor grammar, and long pages written when just a few sentences would answer the question. But of course these have nothing to do with the grading. Osteopaths are not as bad as Chiropractors are on these things. The last examination was quite bad in these respects, but we heard that there was going to be a bunch here from Chicago for that examination."

Question: "How do the men happen to get on this board?"

Mr. Smith: "The Secretary of State was a friend of mine, and he called me and asked if I would take the job if appointed. I told him I did not know anything about the Basic Science Law, but he told me its purpose, and I told him I would accept if appointed. We have had to replace only one member since, and that was the easy one I told you about."

Mr. Smith went on to say that he could not see why anyone would want to go to a Chiropractor and have him just say, "Eieny, Meany, Miny, Mo. Here I come. Let me go. Eieny, Meany, Miny, Mo." And expect to get well. He also told of a boy who was in the university college and was unable to learn. Come to find out he was a Chiropractor.

Question: "What grade did No. 51 get on the last examination?"

Mr. Smith: "Oh! Are you Dr. Wilson?"

Question: "Do you think that it is possible to take two examinations with different sets of questions, three months apart, and get the same identical grades on both exams?"

Mr. Smith: "That would seem most unusual or very improbable."

Question: "If you think that one board is qualified to examine all doctors of any branch of the healing arts, would you be in favor of a board being set up to examine and pass on the qualifications of all Ministers?" They study out of only one Book not much larger than the *Gray's Anatomy* book that you showed us."

Mr. Smith: "No, I certainly would not."

Question: "You said that medicine as well as ALL other sciences has advanced a long way in the last few years; therefore the doctor should be better qualified. How are the people going to get the benefit of the advances in Chiropractic if none of them can pass the board?"

Mr. Smith: "They will have to take pre-medical courses so they *can* pass the board."

Governor Blue, this committee is more convinced than ever

that there is a definite prejudice by the Basic Science Board against the Chiropractors. There is no doubt in our minds that Mr. Fredric F. Smith not only is unfair in his dealings with, but also hates Chiropractors and Chiropractic.

This report is going to be notarized so that it can stand as evidence that we are earnest in our endeavor to uncover and eliminate the block that is keeping us from having Chiropractic services of good, competent, and straight men practicing what they were taught. The Basic Science Board as it exists today is nothing more than a method of elimination of competition and forms a MONOPOLY for the medical profession.

For a board of six men to be appointed and then openly confess that they are responsible to NO ONE, not even the Courts, is definite proof of this.

Respectfully submitted by:

Lee C. Johnson — Chairman of Cass County
Farm Bureau Legislative Committee

George Hartman — Zone Chairman Lion's
International

V. S. Hansen — Commander of Disabled
American Veterans

Penned Notation: "This Report was notarized before mailing to Governor Blue."

COPY

Des Moines, Iowa
December 19, 1947.

Gus, we will, in compliance with the Governor's request, investigate the reason or reasons why certain groups or persons are not able to pass the Basic Science Examinations, or in other words whether or not there is an abuse of the Examiner's powers and duties.

In the meantime Mr. Wilson must obey the Court's Order and close up his office. We have no other choice than to cite Mr. Wilson in contempt unless he does so at once.

Att'y General's Office

The Story Of THE DIVIDED PLATE.

In 1899, fifty-one years ago, we were having lunch somewhere (place now long forgotten) — one of those “blue plate specials” where they serve everything on one plate. Meat “au jus”, potatoes with gravy, creamed peas, string beans — all running together into one mess.

The idea struck us that it would be nice if this plate were divided into sections to keep each food by itself, so one wouldn’t run into the other. It would look better, taste better, if we could regulate different tastes as we wanted them.

We made up a design of a divided plate. No one had patented such, so we did. We tried to market the idea to manufacturers of China plates. Because idea was new, none would adopt it. All ridiculed the idea. Failing, we gave it to the Syracuse China Company.

Today, these plates are standard in almost all eating places. We never received one cent for the idea or patent. However, we have the satisfaction of knowing we conceived an idea that people wanted and are today using, universally.

The Story Of "MAD STONES"

India is a land of street magicians, acrobats, palm readers, character and fortune tellers, snake charmers, etc. You see them on highways, around hotel fronts, or anywhere they can gather a crowd. They prefer entertaining tourists because of better "backsheesh." They sit on the edge of curbs, start the show if only two people are present, knowing a crowd will gather quickly.

Local people are as inquisitive as tourists. They carry their equipment, simple as it is, in bags, boxes, and handkerchiefs. That which interested us most were the snake charmers. They squat on their haunches, pull out a clarinet-like flute, set down a woven basket, open the lid, and soon one or two hooded cobras coil and bring their bodies up, altho they never leave the basket.

Many people think that a cobra leaps or jumps at a person when it strikes. In fact, they have this idea about all kinds of snakes which they fear. They coil the lower part of their bodies, raising the front one-third. It is this raised front one-third which swings forward, outward, and downward—and that is as far as they can strike. If one keeps beyond that limited range, depending upon the length of the snake and how much it can raise, he is safe; because before the cobra or other venomous snake could strike again, it would need to uncoil, wiggle forward towards its objective, coil again, and then strike forward, outward, and downward again.

While the charmer is playing the flute, the cobra weaves its upper body from side to side, its keen eagle eye watching. Once in a while, this East Indian fakir would cuff the cobra on the side of its head. As a result, the snake would strike forward in anger and in protection, trying to sink its fangs into the man for striking it.

At one such performance, in front of the Raffles Hotel in Singapore, one cobra did stick its fangs into the fleshy part of the hand between the base of the thumb and first finger. People witnessing these snake shows are credulous, believing that the fangs have been removed and all this is done to amaze the credulous. This may be true sometimes. It was not so in this instance.

What occurred? Is the cobra vitally venomous? There is little doubt on that score. Thousands in India die every year from cobra venom. To our amazement, this exhibitor took the bite calmly, reached into his shirt, pulled out a small stone, placed it on the bite, tied it on tightly with a dirty rag, and proceeded with the show as unconcerned as an average housewife would if she

were burned by a drop of splattered hot grease. We expected to see the man's face register horror, turn sick, faint, and possibly keel over. He proceeded with his show without concern.

Upon completion of the show, he passed the hat, gathered in a few "pice" (at that time about 1/100th of our penny), possibly a rupee (about twenty cents), from tourists. The crowd then disappeared. We asked what he did about the venom. By that time about fifteen minutes had elapsed. He untied the rag, took off the stone, and showed us what it was. It was about the size of half an egg—as tho the egg had been sawed in two in the center of its shortest diameter, from above down. The stone was of a yellowish-green color.

He told us, in good English (for most East Indians talk English) that it was a "mad" stone; that it had the property of "sucking out poison" if applied within a reasonably short time after the bite; and when applied immediately, there was no danger at all. This explained why he was not worried; in fact, he said he had been bitten several times and it had always saved his life. For the most part, they are fatalists, anyhow.

Various explanations are offered as to what a "mad" stone is or where it comes from. That which is generally accepted is that it is a calculous concretionary growth found only in the stomach of a stag deer. We examined this stone and found its outside surface hard and smooth, as if the rolling around in the stomach had given it a polish. The sawed flat center surface was porous and was made up of a large number of concentric small rings grown together. We asked what he would now do with the stone, it having served its purpose.

His explanation was: "I will boil it in milk. This will wash out all poison. It will then be ready to use again when needed." We had heard about "mad" stones, but had never seen or examined one. They are also used for "mad" dog bites, to prevent hydrophobia, lock-jaw, and rabies. "Mad" stones are exceedingly rare, difficult to find or get. Those who have them refuse to sell. We were anxious to secure one, especially after seeing it work so successfully. Our fakir refused to sell. We raised the ante until our offer was equivalent to a year of his small income—then he sold. Since that episode, we secured a second. We keep them locked in our safe in our Clinic office.

What do WE want them for? Do we rent them for use in cases of "mad" dog bites? We never have had occasion to use them for venomous snakes, except the one about which we will tell. Rental value? \$100. Yes, we have rented it several times, altho we do not advertise it for use.

It is known that we are well known in carnival and circus circles. We know almost all show people worth knowing. One such carnival played Davenport and, amongst the rest, was a snake show. He had a "snake pit" with various kinds, including gila monsters, rattlers, pythons, etc. We mentioned to the owner of this show about our "mad" stone. We explained how it worked. He worked in the pit with his snakes. His show was not a big attraction or a big money-maker. We proposed he put on an exhibition, using the "mad" stone as a feature attraction at the carnival one night. He consented, with certain fear and trepidation. We played it up over Radio Station WOC. On the night in question, at 8:00 p.m. there was a tremendous crowd gathered in front. He was to permit himself to be bitten by a rattler; then we were to apply the "mad" stone. We would show the stone before and after use, to prove it did suck out the poison.

Majority of people think that fangs of venomous snakes have been pulled, in snake shows. We were convinced this was not true in this show, because this man was very fearful of the consequences and was doubtful the "mad" stone would do what we claimed. He was actually scared stiff. His wife tried to prevail upon him not to do it. However, his desire for increased business, and his partial reliance upon our reliability overcame his fear. Upon the platform, he hesitated a long time before forcing the rattler to bite him. We had to urge him to go ahead. He finally did. To safeguard ourselves, we had an M.D. there to apply the stone. In about ten minutes it was removed and, sure enough, it was a yellowish-green color. The proof of the pudding was in the fact that the poison WAS in the stone, and it WAS sucked from the bite. Nothing happened to the man; he was sick that night, more from the fear of the outcome than from some poison entering his system, altho a bit of it might have.

People in the audience who were credulous, thinking it was some fake trick, were now convinced his snakes WERE poisonous, and were dangerous, and that he was subject to being bitten any time. Confidence in the genuineness of his show was established by proof offered.

Flashlight photos were taken, and the story got into Associated Press of the U.S. He had the photos enlarged and used them as a "front" to prove HE was the man about whom the story was written. BILLBOARD had the story, too. From then on, no matter where he showed, he did a rousing business. Risking his life, having confidence in the "mad" stone paid off for him from then on.

A "mad" stone, if one could be bought, would be worth \$1,000. We have two, and neither is for sale.

The Story Of
"TRYING TO UNDERSTAND B. J."
As B. J. "Understands" B. J.

(This article was published in Fountain Head News in 1933 — 17 years ago. It still has a duty to perform; therefore is republished.)

Occasion for this trial? A printer's ink and stay-at-home court.

Accused? B. J. Palmer.

Accuser? (?)

Crime committed? A man stands before the Bar, misunderstood!
Judges and jury? Chiropractors!

Indictment? Under above title, a European Chiropractic publication. INDICTMENT is reproduced from the European publication. (Article is reproduced in emphasis, as was original):

THE INDICTMENT
Trying to Understand B. J. Palmer

"The N.C.A. have just sent out a follow-up of their controversy on B. J's person and policies, and a questionnaire. The publication contains one paragraph which we will quote; while in order to answer the questionnaire publicly and to make our ideas clearer to those who do not seem to have understood our article 'B. J. and We', as published in our Vol. 1, No. 6, we repeat:

"B. J.'s every action, *we believe*, has been and is being directed to follow a Policy, a set of Dogmas, in which he believes fanatically and from which *nothing*, it seems, will make him turn. Of these dogmatic ideas, two of the most important are, (1) *unlimited Chiropractic*, which embraces the straight and mixer question, and (2) *specific adjustment* (NCM, Spgh, Hole in One, etc.). Nearly all of his actions can be shown to follow these two ideas.

"Admitting this, we must add that whether B. J. is right in the pursuance of those policies is a question almost too large for us to discuss at present. However, we can try to judge his *manner* of enforcing those principles, for that seems to be the most criticized part of B. J. for the moment.

"It seems evident that B. J. could have given out his principles in one of three ways:

"1. By having us follow him unquestionably, through blind FAITH in his intelligence, or

"2. By *forcing* his will upon us, as he seems to be desirous of doing at present, or

"3. By giving us concrete FACTS, statistics, research, or, in other words, material appealing to our reason, instead of to our sentiment.

"So we have FAITH, FORCE, or FACTS. Let us see WHICH he has used.

"The first, faith, we all know to be B. J.'s best standby. He has always given out statements, principles, and laws, to be followed, just 'because B. J. said so.' B. J. has asked us to BELIEVE in Chiropractic, then go out and try it for ourselves; B. J. has asked the Chiropractic field to take for granted all he said concerning the NCM, and then fork out the money to convince yourself. That was FAITH, and had B. J. been a religious leader, it would have succeeded wonderfully; but having to do with such concrete things as vertebrae, and sick people, it didn't, and soon we had chiros who quit believing and turned into mixers, or stopped practicing—and chiros who would not believe in the NCM, and didn't use it.

"Did B. J. see his mistake when he found out that the field did not take him for granted and follow his every word? NO! His own words, as printed in the N.C.A. publication prove it:

"'A year ago I was nasty and mean because I took it for granted that chiropractors were opposing the neurocalometer program that I had worked out to help him, simply because he did not want to help it, because it was too high for him, and he was deliberately and maliciously opposing it. I said, "All right, you are going to take it whether you want it or not."'

"Thus the use of FORCE, as evidenced in every action being taken by B. J. at present. NCM advertising saying that chiros without NCMs were dangerous—alliance with medical boards against mixers, etc. B. J., finding out that chiros had stopped believing in him, is trying to *force* their conduct. That this way will get him no further than did the first is quite evident. "But what about the third way, that of giving out FACTS, statistics, results of research, etc.? If B. J. says that Chiropractic is unlimited, the simplest way of stopping all argument would be the publishing of a list of cases ordinarily considered out of the Chiropractic realm, or at least having a poor prognosis, and giving, at the same time, a good diagnosis, the number

of adjustments given and at which places, and the results gotten. Surely B. J. must have the records of the cases he has had. Then for the NCM, instead of such incomplete cases like those of the Lyceum, what about B. J's PRIVATE practice, and all the complete cases taken care of at school since the advent of the NCM? For both Chiropractic and the NCM, nothing could have been simpler than FACTS concerning the unlimitedness of Chiropractic or the truth of the Hole in One. Assuredly, we were and are still greeted with Hole in One CASES, one by one, in the FHN, sent in by practitioners, or statements saying that 'I believe this, or I believe that, or I wouldn't use anything but ***' which all means absolutely nothing, for we all know of cases cured in a day by chiros using the flabbiest, general shotgun 'adjustment' imaginable. Isolated cases do not prove a rule, or appeal to the reason.

"WHY hasn't B. J. tried this third way yet, in fact why didn't he use it in the first place? *We do not know.* Was it against his psychological makeup; was it because of his desire to be 'believed in'; does he think chiros are too dumb to understand proofs; or has he some hidden motive, as for instance, the fear of attracting the medical profession to the truth of our science, before we are strong enough to keep from being assimilated by them? Surely B. J. must be intelligent enough to HAVE these systematic proofs down in black and white—somewhat like the statistics which the N.C.A. have tried to establish. We HOPE he has anyway, and that some day he will see his mistake and try the THIRD way, or path of REASON to sell us Chiropractic and the NCM.

"That day, we predict, will begin the Golden Age of Chiropractic, when we will hear no more about 'Mixers' and everyone will use the latest devices for finding where, when, and how to adjust, and when there will be no more BELIEF in Chiropractic or the NCM, but systematized, irrefutable PROOF of these, and for that matter, any other development of Chiropractic."

NOW FOR FACTS

Bell's Shadow Speaks

Short time ago, an unknown character Alexander Graham Bell became tired of sending a man on horseback, from person to person, house to house, town to town, and state to state, for a book, information, or to deliver a report.

Alexander Graham Bell dreamed. His imagination took wild

flights. He expressed a hope. He pursued a theory. He followed a will-o'-the-wisp. He hoped day would come when he could talk into a wire and tell another, across street, in another part of town, in another city or state, what he desired. He wanted this in a second's time; save hours, days, weeks, going horseback and waiting for weeks, days, to get reply.

Action is father to the dream — with some men! Bell studied theories, principles, and practices of transportation, of communications; electricity and allied subjects. He became fired, enthused. He saw a way of improving service. He worked original lines. He built a work-shop. He didn't dignify it to call it a laboratory. Experiments took place. Theories took form. He made mistakes. They multiplied. Years passed. One after another he made — and destroyed. Failures accumulated. What he thot "facts" were compiled. Neighbors peeked in, did not "understand" and condemned because they COULD NOT "understand."

"Facts" were called for. A "fact" is supposed to be a fixed, permanent truth. A fact IS permanent, once established. When a NEW "fact" is born, it is in the process of conception. A "fact", conceived, is true today even tho it be completely changed tomorrow. The only thing PERMANENT in a "fact" is VISION OF SERVICE demanded and PRINCIPLE conceived. Each development, in Bell's experiments, was a "fact" today until tomorrow proved it "wrong" by developing new and better.

That day arrived when he called in "friends" of KNOWN intellectual accomplishments; possibly those who worked with him. He asked them to witness a demonstration of a transported conversation between New York and Washington, OVER A WIRE. They put on head phones. They HEARD talk. Did they HEAR a conversation between New York and Washington? Were they LISTENING to people, at a distance, over wire? No! SUCH WAS IMPOSSIBLE! It had never been done. Bell's closest friends said he was crazy. They revolted against HIM and HIS METHODS, so they "resigned."

"Facts" were called for. That Bell WAS talking, over a wire, was a "fact" TO BELL. Was it a "fact" to others who listened, heard, and DID NOT hear? Were they listening to what they heard TODAY in accordance with what they thot YESTERDAY? "Facts" ARE "FACTS" to those for whom today is today; to others they are theories.

Bell tried to sell stock, to form a telephone company. He wanted to put into human service this radical time-saving device. Could he? No. WHY?

Said sincere and devoted friends: "Bell is trying to have us follow him unquestioningly through blind FAITH in his intelligence, or — by FORCING his will upon us, as he seems desirous of doing at present. If Bell could give us 'CONCRETE FACTS, STATISTICS, OR, IN OTHER WORDS, MATERIAL APPEALING TO OUR REASON, INSTEAD OF TO OUR SENTIMENT,' perhaps he could have convinced us."

Why didn't Bell, 85 years ago, tell American people about American Telephone and Telegraph Company; every home had a phone; it was indispensable; there were more than 19,500,000 phones in use in America alone, directly connected with each other; talk from one room to another in same house; to another person across street, downtown; or long-distance another town, state or country, including national radio hookups, in a few seconds? Pity Bell's discomfiture!

Had Bell told them he had more than 605,000 stockholders, that his company (The American Telephone and Telegraph Company) had assets exceeding \$3,200,000,000, people would have invested. WHY didn't he give these FACTS AND FIGURES? WHY hasn't Bell "tried this way yet — in fact, WHY DIDN'T HE USE IT IN THE FIRST PLACE? WE DO NOT KNOW." Was it against Bell's "psychological makeup"; was it because Bell thought the public was "too dumb to understand proofs"? If Bell "had been a religious leader" he might have made good. Being an ordinary man with ordinary desire to help mankind, he preferred to keep telephone on a natural level, rather than supernatural, notwithstanding many thought it was of the devil. Surely Bell "must be intelligent enough to HAVE these systematic proofs down in black and white." Some day we hope Bell "will see his mistake" and try "path of REASON" to sell public the telephone, then "everyone will use the latest device" instead of hopping horseback for finding WHERE, WHEN, and HOW to deliver a communication.

WHY didn't Bell tell them THEN what has SINCE been developed?

The Spirit of Watts Speaks

Short time ago a young man was lying on a cold, tile floor before a fireplace, reading a book by glowing embers. He put a teakettle over fire to make tea. THE LID WOULDN'T STAY ON. Every time he put it on, STEAM INSIDE blew it off. We have, in brief, story of Watts, teakettle, fire, steam, steam-power.

Watts lay dreaming. He saw a moving teakettle on wheels; in boats on rivers; in ocean-going vessels; in carriages. He died dreaming — for there were those who could not or would not

dream WITH him. They refused to see liberation of steam power in popping off of teakettle lid.

If Watts, then and there, had given "facts" on American Baldwin locomotives 100 feet long, pulling trains of 100 cars, up high grades, over mountains; had he been able to give costs, savings, and demonstrations, the probabilities are he could have sold engines to people who were in the transportation business. People who sailed and used sails couldn't see an engine in bowels of a sailing boat pushing it ten times faster.

Watts "must be intelligent enough to HAVE these systematic proofs down in black and white." How can he expect anybody "to believe" in him or his methods until he can take a train load of people over the mountain and show them big modern mogul pulling a long passenger train and thus prove it could be done? Otherwise, TELLING them IT WAS possible, and WOULD BE DONE SOME DAY, was asking people to take him "on blind faith." We hope that before Watts died, he saw his "mistake" and tried "the THIRD way, or path of REASON" to sell the locomotive. Had he been "a religious leader" they might have believed him, for "we all know that to be Watts' best standby." Watts "asked the transportation field to take for granted all he said concerning steam engine, and then fork out money to convince yourself." That was FAITH, and had Watts been a religious leader, it would have succeeded wonderfully; but having to do with concrete things as engines, and slow steamboat, it didn't, and soon we had sailors who quit believing and turned mixers, or stopped sailing—sailors would not believe in steam engines, and didn't use them. Did Watts "see his mistake" when he found that sailors did not take him for granted and follow his every word? NO!

Watts might have turned mixer, if he had gotten that far. He might have had several teams of horses, ready, hitched, to pull his boat up the tow-path when steam gave out or engine failed to work. Thus we could have relieved him of being stigmatized of being a straight steam engine man in using steam power, even tho they measure steam by "horse-power."

If Ford Would Speak

Short time ago another unknown character bobbed up. A machinist, dabbler in mechanics, named Henry Ford, became tired of saddling horse and hitching team when he wanted to go from one place in town to another, from city to city, state to state, or country to country. He got tired of taking weeks and months to go where hours should suffice.

Henry Ford dreamed; imagination took wild flights. He expressed hopes, pursued wild theories, followed strange gods. He hoped day would come when he could hop into a horseless carriage, push button, start engine, and speed endless paved highways at 100 miles an hour. He wanted to go in an hour, without bother, distance that formerly took twelve hours, after currying horses, cleaning harness, cleaning stalls, and hitching up team. He wanted to market tons quickly that formerly hauled pounds all day.

Action is father to the dream — with some men! Ford studied theories, principles and practices of transportation of people and freight. He worked out mechanical ideas different from those that before. He built a back-yard machine shop. He didn't call it a factory. He put horses out to pasture; threw away harness. He stuck an engine under the buggy. He worked long and arduously, long into night. He fed his ambitions. Experiment followed experiment. Theory followed theory. He failed more than he succeeded. One after another he made and destroyed. He finally was broke. He needed money. He asked "friends." They DID NOT give! What he thought were "facts" were compiled. Neighbors peeked in, saw money being "thrown away". They did not "understand" and condemned because they COULD NOT "understand."

Eventful day arrived. He called a few "friends" of KNOWN intellectual accomplishments — possibly those who worked close by for years — and asked them to witness a demonstration of a buggy that would run without horses. They stood by side of road. They LOOKED. Did they SEE a buggy running without horses, on highway? Were they SEEING a buggy doing eight miles an hour, WITHOUT HORSES? THEY WERE NOT! Buggies had always BEEN PULLED by horses, and so was this. IMPOSSIBLE! Even Ford's close friends said he was crazy. They rebelled against HIM and HIS METHODS when he told them some day they would ride in one of his horseless carriages, whether they now wanted to or not. So they "resigned", preferring not to be a friend to a man who was insane.

Ford tried to sell stock to form Ford Automobile Company. He wanted to put into human service rapid building of automobiles, so cheap that everybody would have one or more; to make quick transportation of people and freight. Could he be "understood"? No! WHY?

"Facts" were called for. Ford had a buggy run by gasoline; an internal combustion engine, without horses. Was this a "fact"? FORD believed it. Did average mind of average man who bred horses and made buggies for sale? They couldn't see a buggy

running without horses. ALL THEY saw were HORSES pulling buggies; buggies ALWAYS HAD BEEN pulled by horses AND THEY ALWAYS WOULD BE. Were they SEEING what they saw TODAY or deciding in accordance with what they SAW YESTERDAY? "Facts" are FACTS unto those to whom today is today; to others, they are phantasies in realm of mysteries.

Ford looked FORWARD. Public was looking BACKWARD. Public could not see into tomorrow, because they were seeing today with eyes of yesterday. What was TODAY, with Ford, was YESTERDAY to Ford. What was TOMORROW to Ford, was TODAY to everybody else. Ford was looking ahead fifty years. Public could not see thru FORD'S EYES, therefore did not see what Ford saw. Because THEY could not see what Ford saw, Ford was crazy because THEY were sane.

Ford was trying to have us "follow unquestioningly through blind FAITH in his intelligence, or — by FORCING his will upon us, as he seems desirous of doing at present." If Ford would give "CONCRETE FACTS, STATISTICS, RESEARCH, OR IN OTHER WORDS, MATERIAL APPEALING TO OUR REASON, INSTEAD OF TO OUR SENTIMENT," perhaps he could have convinced them.

WHY didn't Ford tell the world about Ford factory manufacturing 5,000 cars daily; at a plant covering 100 miles in Detroit; assembly plants in many countries; owning iron and coal mines; owning railroads; that he was upsetting all known methods of building cars on an endless chain system, producing a hundred-horse-power motor capable of making eighty miles an hour, which sold for \$500 or less?

Had Ford told them he was investing \$10,000, and in 25 years is would be worth two thousand million dollars, people would believe in HIM and HIS METHODS. WHY didn't he give these facts and figures? WHY didn't Ford try this way yet, "in fact, WHY DIDN'T HE USE IT IN THE FIRST PLACE? WE DO NOT KNOW." Was it against Ford's "psychological make-up"; or Ford's desire to be "believed in"; or because Ford thought public was "too dumb to understand proofs"? If Ford "had been a religious leader" he might have made good. Being ordinary man with ordinary desire to help mankind, he preferred to keep his horseless buggy on a natural level, rather than supernatural, notwithstanding many thot it was of the devil. Surely Ford "must be intelligent enough to HAVE these systematic proofs down in black and white." Some day we hope Ford "will see his mistake" and try "path of REASON" to sell public the automobile, then "everyone will use the latest device" of his genius instead of sad-

dling horse or hitching teams for finding WHERE, WHEN, and HOW to get somewhere when they are ready and willing to go.

WHY didn't Ford tell them THEN what has SINCE been developed? Why didn't Ford tell them in 1932 no fewer than 25,800,000 automobiles were owned by Americans — almost one for every six families? Our correspondent wants to know WHY baby wasn't born an old man, at birth, with wisdom of old age.

There is a two-edged sword in this "understanding" business. Instead of people wondering WHAT THEY THOT OF FORD, WONDER WHAT FORD THOT OF PEOPLE?

He presented a buggy that ran without horses. IT RAN! He proved IT WAS POSSIBLE. PRINCIPLE of a horseless carriage was sound. Gasoline could substitute horse-flesh, oats, wheat, and that was "fact" TO FORD. That it was crude, unfinished, and much to be learned in future, there was no doubt. That mistakes were made, money wasted, he admitted. There was much IN HIM and HIS METHODS that people did not like, he conceded — but what had this to do with success or failure OF HIS HORSELESS CARRIAGE? What he had was a beginning, was true. He cranked it AND IT RAN. He demonstrated it. He showed it to people. THEY called HIM crazy. THEY refused to invest. THEY told HIM it wouldn't last. THEY told HIM he couldn't replace or displace the horse. THEY told HIM it was a fad of the moment. THEY told HIM many things. THEY questioned HIM and HIS METHODS. HE PUT AN ENGINE INTO A BUGGY AND IT RAN WITHOUT HORSES! Regardless of what they thot OF HIM OR HIS METHODS, the PRINCIPLE was sound.

Ford became disgusted, sullen, bull-headed AGAINST PEOPLE. Ford's "EVERY ACTION, WE BELIEVE, HAS BEEN AND IS BEING DIRECTED TO FOLLOW A POLICY, A SET OF DOGMAS, IN WHICH HE BELIEVES FANATICALLY AND FROM WHICH NOTHING, IT SEEMS, WILL MAKE HIM TURN." Ford KNEW he had a buggy that would carry people and freight without horses. He followed that "policy."

Ford HAD "a set of dogmas in which he believed fanatically and from which NOTHING, it seems, would make him turn." Why should he? "Of these dogmatic ideas, two of the most important are" — UNLIMITED TRANSPORTATION, which embraces straight gasoline and horse-mixing question, for FORD could not, therefore would not, see a gasoline-propelled engine underneath buggy AND a team of horses hitched in front, pulling car. Ford could not MIX gasoline AND horses, and Ford was dogmatic with SPECIFIC ADJUSTMENT, for if GASOLINE ac-

complished ultimate objective, GASOLINE would do the work, NOT horses. "Nearly all of Ford's actions can be shown to follow these two ideas." It is safer to say ALL — not "NEARLY ALL" — followed that clean, clear-cut, single-track idea.

It has taken Ford 25 years to prove to a skeptical, doubtful, hesitating world WHO DOUBTED HIM. He has built research laboratories not equaled. He now TEACHES EVERYBODY ELSE. Go to Detroit NOW and you can get ALL the "concrete facts, statistics, research; in other words, material appealing to our REASON, instead of our sentiment"; but you couldn't have gotten ANY OF IT BACK WHEN THE IDEA WAS BORN AND WAS BEING WORKED OUT.

What did Ford think of PEOPLE? WHY DON'T YOU SEE WHAT YOU SEE WHEN YOU SEE IT? You SEE before you a horseless carriage. It IS running without horses. Gasoline IS propelling it. It IS transporting people. YOU should see PRINCIPLE is sound. It DOES work. Given TIME, I'll produce all the "concrete facts, statistics, research" you want, so long as it is directly in line WITH THIS PRINCIPLE AND PRACTICE. And, by inverse ratio, I'll prove what will become of horse-breeders and buggy manufacturers. Possibly Ford went so far as to say: If they CAN'T SEE what they see, when they look, they cannot see PROOF when they see it. What is to prevent them from THINKING about what they look at? UNTIL THEY DO SEE, why don't they REASON what CAN happen when they BEGIN to think about what they are looking at? So long as people think HORSES AND BUGGIES, they won't think GASOLINE AND ENGINES. FORD thot gasoline and buggies — that's why Ford IS Ford and why we have so few Ford's, and why we have SO MANY who think themselves capable of criticizing FORD. That's why Ford and his methods become subject to criticism. THEY criticized HIM and HIS METHODS rather than gasoline and his horseless carriage.

We wonder what FORD would have said, after he tried to interest the great group-mind he was trying to serve, with his invention, only to be met with rebuffs, slurs, slander, ridicule, etc., if HE had been asked the question: "Do YOU think public mind too dumb to UNDERSTAND proofs?"

(To keep facts correct, we do not here credit FORD with the origination of the automobile. He standardized an already demonstrated method of transportation. In 1879, Carl Benz, of Germany, invented the 2-stroke motor, and in 1886 he drove the "world's first motor car" thru the streets of Munich — a 3-wheel vehicle now in the

Museum of that city. His first auto was built at Mannheim. Benz died April 3, 1929. In 1892, April 19th, the first gasoline automobile in the United States was operated by its inventor, C. A. Duryea, who also won the first American contest in Chicago, November, 1895. On July 4, 1894, Elwood Haynes drove to Kokomo, Indiana, a gasoline automobile of his own invention. Both machines are on exhibition at the Smithsonian Institute, Washington, D.C.)

How Wright Brothers Would Say It

Short time ago, two bicycle tire repairmen named Wright became tired of patching bicycle tires and riding slow bicycles. Foolish men — they dreamed of flying 400 miles an hour in the air. They ran hog-wild over the idea. They hoped time would come when heavier-than-air airships would take up 100 men at one time, in one ship; transport freight from place to place; jump from country to country, across seas; across United States, between breakfast and dinner.

Action is father to dream — with some men! Wright Brothers reviewed historical efforts of lighter-than-air balloons, value of internal combustion engines, gasoline and steam. They began to experiment along new and original lines. They were so ignorant that they did not know it could not be done. They tested this and that, tried one method after another. They fell down, more than once; almost killed several times. They made mistakes. Years passed. Failures accumulated. What they tho't "facts" were compiled. Gradually the contraption assumed definite form. Their neighbors peeked in, did not "understand" and condemned them because they COULD NOT "understand."

"Facts" were called for. Every development in Wright Brothers' experiments was "fact" today until tomorrow proved it "wrong" by developing something better. .

That day arrived when they got tired of being ridiculed, laughed and scoffed at. They went into a nearby field at Dayton, Ohio; cranked the "damned thing"; went up, stayed up. They invited friends to come and see. Did THEY see what Wright Brothers KNEW? NO!

Wright Brothers finally arrived, unaided, unsupported, alone, to where they wanted to borrow \$5,000 to build a good flying machine. Could they borrow it? Not from anybody who was sane. Professors of physics told them nothing made of material heavier than air could be made to go up and stay up in air. This was

law of physics, and interlopers into field of physics could not offset laws of physics. Wright Brothers wanted aid, support, money to continue. All they secured was: "They want us to follow them unquestioningly, through blind faith in their intelligence, or — by FORCING their will upon us, as they seem desirous of doing." It is likely Wright Brothers told the world to take two jumps in two lakes; that day would come when they would ride in aeroplanes WHETHER THEY LIKED IT OR NOT. How true that threat, if such is construed as FORCING one's opinion on an unbelieving world.

How hard Wright Brothers made it for themselves. All this could have been easily settled if they had produced "facts" about what aeroplane had done in world war; how they flew by thousands; Lindbergh had flown to Europe overnight; DOX took up 126 men at one time on one flight; regular passenger and air mail transportation lines had been established over Africa, Asia, Europe, and America; flights around world had been made in eight days; billions of dollars had been invested in this foolish dream in which they once asked friends to invest \$5,000. If Wright Brothers had done this when they made that first test flight at Kitty Hawk, North Carolina, people would have confidence in them, believe them sincere; would have taken them for face value. If Wright Brothers had been leaders of a religion, they might have made good. Being ordinary men, with ordinary desire to help mankind, they preferred to keep aeroplane on a natural level, rather than supernatural, notwithstanding many thot it was of the devil.

Wright Brothers had three ways to convince public they had something of real, true worth in betterment of a human service: 1st, they could ask people TO BELIEVE IN THEM IN BLIND FAITH. This wasn't right, for nobody has any right (it seems) to ask anybody to believe in anybody in blind faith about anything, including religions, for that is all any of them are. In absence of BELIEVING blind faith in Wright Brothers' ideas, they said: 2nd, that time would come when scoffers would remain to praise; people who refused to ride WOULD ride; that the idea would be FORCED upon people whether they would or not. How much better it would have been, had (3rd) Wright Brothers revealed the scientific laws of aeronautics; dragged forth endless and laborious "research" as conducted in air, factories, and thousands of flying fields. If they could show doubting Thomases experiences of thousands OF FAILURES they and others had made on thousands of systematic flights, THEN the public COULD believe they had something worth while. All Wright Brothers had

to do to bring the world to their feet was to "have these systematic proofs down in black and white." If they had trotted out that mass of statistics of their thousands of attempts, **MOST OF WHICH FAILED**, nobody would need accept their word for anything. What fools Wright Brothers were, who made history! If they would listen to wiseacres of next generation, who use retrospection to look backward, on generation unborn, they would be told how to make history and accomplish great things they did.

Give us "facts, statistics," established data, cries one group. In rebuttal, other group cries: why not **TAKE** facts when they **ARE** given. Group who **NEVER** bring forth **ANYTHING** criticise group that are **ALWAYS** doing things. Group that can't "understand" tell group that desire to be understood what to do and how to do it, *to be* understood. Great, big, mass group stands idly by and advises small, class group how to deliver to prove themselves; meanwhile lesser, small group pecks away and digs out of cosmos its secrets, saying: "Who can **GIVE** anything to anybody who **RE-FUSES** to **TAKE** anything when **IT IS** given?"

What has man who wrote article from which we quote ever given to sum total of world's store of "facts"? **HE CRITICISES** men who **DO** things, but that is no accomplishment; anybody can do that as well, or better. It takes no wisdom or genius to be a carping critic. What world needs, and what geniuses have cried for, are **CONSTRUCTIVE DEVELOPERS OF NEW AND ORIGINAL IDEAS**; those who **COULD** "understand" who developed, and those who **WOULD** help carry load once it **WAS** propounded, regardless of what form they accepted idea. World needs **BUILDERS**. It has many **DESTROYERS**.

Marconi Defies Tradition

A short time ago, an unknown "fanatical" fellow dreamed of talking thru air, using ether as medium of transportation of sound in form of energetic waves. He would take voice, convert it into energy, and **FORCE** ether to carry it to where it could be picked up, converted back into sound, and thus man could talk to man without wires.

We talked to this man at San Francisco exposition. He was demonstrating reality of foolish theories. He had two iron hoops, thru which he was talking from one end of exposition hall to other. This man had "a policy, a set of dogmas, in which he believed fanatically and from which *nothing*, it seems, will make him turn." We presume, if this man had been conciliatory, reasonable, making concessions, admitting he was doubtful of what he said could be done, perhaps we could have taken more stock in what he

said. He, too, said day would come when we would be FORCED to use it, willy-nilly.

He was trying to sell stock in Marconi Wireless. It WAS Marconi! Five cents per share! No buyers — for same reasons of our "misunderstanding" friend from which we quote. Marconi KNEW he COULD talk via wireless. WE did NOT KNOW it. If Marconi would admit HE could NOT talk without wires, and admit WE could be right when WE said HE couldn't talk WITHOUT WIRES, perhaps WE would have confidence IN HIM AND HIS METHODS. HE was POSITIVE in statements. WE did not like HIM for that. We did not like "his methods." Neither did people who talked over wires like HIM or HIS METHODS. Marconi was asking people to BELIEVE IN HIM, IN BLIND FAITH. In absence of that, he told them to listen-in and HEAR WHAT THEY HEARD AND CONVINCE THEMSELVES; which they did, but couldn't! He told people some day HE WOULD FORCE THEM TO USE HIS IDEAS. He coaxed two ships to equip themselves with his apparatus. One ship sunk and other saved passengers and crew. IMMEDIATELY Congress FORCED all ships to be IMMEDIATELY equipped. Marconi Wireless stock jumped from five cents to one thousand dollars per share within 24 hours. Wireless today is a reality. Thousands who scoffed, now have radio sets and listen-in to his methods and processes, acknowledging HIM.

Marconi could have frustrated embarrassment IF he had told them how each ship sailing more than ten miles from shore, having a crew of ten or more, would be FORCED to be equipped with Marconi Wireless. If he had given statistics of how many ships, size of each, wattage of each set, number of messages received and sent; if he had told them about British Broadcasting Company, National Broadcasting Company, Columbia Broadcasting System; millions of receiving sets in use; millions of dollars advertisers were spending annually to use air for commercial purposes — he could have sold stock for many times what he was asking. Latest computation puts total number of radios at 16,545,000, representing investment of more than \$1,600,000,000, also a record unapproached by any other country. "However, we can try to judge HIS MANNER of ENFORCING those principles, for that seems to be the most criticised part OF MARCONI for the moment." Darn fool, he didn't use a wee bit of misunderstanding friends' common sense and do this. "WHY didn't Marconi try this third way yet, in fact why didn't he use it in the first place? We do not know." Was it against his "psychological make-up"; because of "his desire to be believed in"; did he think sailors "too

dumb to understand proofs"? "We hope he has anyway, and that some day he will see his mistake and try to follow the THIRD way, or path of REASON to sell us Marconi Wireless." Some who live TODAY could have told him what to do THEN. Now that Marconi is older, it is probable he can look BACKWARD and tell himself what he SHOULD HAVE DONE.

But then, foolish Marconi was following a "policy" — "a set of dogmas," which he believed "fanatically and from which NOTHING, it seems, would make him turn." He "believed" he could talk thru air WITHOUT wires. It was right for HIM to "believe," but HE had no right TO FORCE US to "fork out the money" to believe ships MUST be equipped to save thousands of human lives. If WE wanted to adopt it, o.k.; if we had no desire to save human lives, that was OUR right to believe or disbelieve, or let them go to Davy Jones' locker if we preferred. In KNOWING WHAT HE KNEW, in KNOWING that lives COULD BE saved by thousands, in FORCING SHIPS TO ADOPT HIS METHODS, he had "unlimited" vision which he wouldn't mix WITH wires. Because he stubbornly refused to MIX WIRELESS WITH WIRES, he became an "unlimited" wireless man and was stigmatized by WIRE men. This was a stain upon HIM and HIS METHODS in ranks of all who KNEW that talking WAS limited to what went OVER WIRES. He was stigmatized and stained because Marconi was a "specific" fellow; he believed in ONLY that principle and practice, methods and means, which PROVED WIRELESS. He was NOT interested in methods of USING WIRES. He believed WIRE METHODS obsolete, costly and not as effective where wires NEED NOT BE USED. Advancing out of wire ranks, into wireless, he brot down upon his head anathema of all who USED WIRES and who KNEW that ONLY way to send a message from ship to ship, or from ship to shore, was via WIRES. To get out of any beaten path is to be "misunderstood"; and to be asked for "statistics, facts" "seems to be the most criticised part of Marconi, for the moment."

A Fish Peddler Dares to Think

A short time ago, and time is short, an ex-fish peddler, otherwise unknown in medical field of thot, recognizing cause and cure of disease, saw a sick world. He believed sickness was simple; it had a simple cause *within* man and a simple cure should come out *from within*. He was tired seeing people ripped open and sewed up; poisoned, drugged, and left worse.

This man — D. D. Palmer — believed disease had a *cause* which could be found and corrected. He struck off into wilderness, blazed

a newer path, and finally cleared the jungle; ruthlessly chopped down superstition; raised a NEW crop of ideas and came forth with a NEW product premised upon a NEW principle and practice, named CHIROPRACTIC. He hoped day would come when people would be automatically well, rather than ailing. He wanted to help them help themselves, to enjoy life and health; to improve status of human race, rather than lower their vitality level.

Action was father to dream — with this man! D. D. Palmer studied man as a machine, mechanically imperfect when sick, mechanically perfect when well; when imperfect, vitally affecting transmission of *internal* forces sufficient unto themselves if they could get thru to expression, which were imprisoned and needed freeing. This idea took form in 1895. He needed no million-dollar massive halls in which to think. He needed no millions of people on which to work to establish truth.

He laid down this principle: cause of ALL disease is a vertebral subluxation which occludes a foramen, which produces pressure upon nerves, which interferes with normal quantity transmission of life-giving and free-flowing mental forces between brain and body. To adjust a vertebral subluxation was to open foramen, release pressure upon nerves, restore normal quantity transmission of life-giving and free-flowing mental forces between brain and body, and thus restore HEALTH to the body in all its parts.

This man sought what had always been sought — a SPECIFIC for cause and cure of disease. That day arrived when he called a few intimates and explained logic and sequence of his principle. He suggested possibility of a vertebral subluxation and its adjustment by hand. He found some; he adjusted some. He proved such existed and could be corrected, by hand. Had he found the specific? Some people got well. Said doubting Thomases: "Other methods get sick people well, also. To get a sick man well is no proof of correctness of any principle or practice. If this be so, then all principles and practices are right, for all methods do that." Did Chiropractic get a larger percentage well than other systems? Could this method be deduced into absolute, logical, sequential, scientific principles? That lay covered, still buried, for time to uncover.

People have been getting well, by varied and devious methods, from beginning of time. Percentage was small. They were beclouded and obscured with mysticism and mysteriousness. One man would get well, and none like it could be duplicated. One man might succeed today, and fail on next ninety-nine. If cases got well, it was an accident and he took credit; if they died, it was

"retracing" and "will of God." Somewhere, sometime, some person WOULD FIND THE LAW OF HEALTH; DETERMINE WITH SCIENTIFIC ACCURACY THE LAW OF CAUSE; AND WORK COMPETENTLY LAW OF CURE IN ALL CASES ALIKE, AT WILL, UNDER A PREDETERMINED SERIES OF PREDESTINED METHODS AND MEANS. SOME DAY, SOME UNEXPECTED PERSON WOULD ARISE WITH A KNOWLEDGE OF SPECIFIC SIMPLE CAUSE AND CURE. HAS THAT TIME ARRIVED? WE ARE CERTAIN OF IT! IS THE SPECIFIC THAT METHOD? WE ARE EQUALLY CERTAIN OF THAT! TODAY WE HAVE A KNOWN KNOWLEDGE OF *THE CAUSE OF ALL DISEASE; THE CAUSE, ONE CAUSE — A SPECIFIC AS TO NATURE, LOCATION, METHOD, APPLICATION, CORRECTION; ASCERTAINED WITH ACCURACY; CORRECTED WITH COMPETENCY; LOCATED BY PREDETERMINED, SCIENTIFIC CALCULATIONS; ELIMINATING MYSTERY, GUESS, AND EMPIRICISM.*)

D. D. Palmer Is Rebuffed

Did public accept D. D. Palmer's belief in his principle and practice? A few "believed." Majority did not. That he should look in the back for CAUSE was contrary to looking in bellies. That they got well after "punching the back" was opposed to prescribing drugs. That he should not take away or give something to, was contrary to compounding drugs or removing diseased organs. That he should ignore disease, per se, was different from asking for symptoms, pathology, and diagnosing. The mass stood aghast, laughed, ridiculed, and viewed askance the man's sanity.

Think back to that day in 1895 when D. D. Palmer accidentally bumped bones into place in Harvey Lillard's neck, which restored hearing. Did he know he was making history? How lonesome D. D. Palmer must have been. He was a lone man, with a lone thot rattling around in his head; no one he could talk it over with; a stranger, speaking strange tongue in strange land; one man, forsaken on crowded streets of world; one man walking about with a budding idea; one man in a big city, surrounded by people, yet alone; one man lost in a metropolis, surrounded by a jungle of backbones. Who was HE to assert HE ALONE was right, all others wrong? Who was HE who knew nothing about anything that was man; that all who knew everything about man were wrong? It must have taken SUPREME CONFIDENCE — or is that quite the term? Maybe it was bullheadedness, according to whether you "understood" or misunderstood, for HIM to believe in himself — let alone anybody else BELIEVING in him or his idea. HE probably went thru same three ways: 1. He had to

follow himself "unquestioningly, thru blind faith in his intelligence." 2. He had "to force" his will upon himself to remain true to what he saw. What about multitudes of sick who surrounded him? 3. Suppose THEY had said, "Give us 'concrete facts, statistics, research, or in other words, material appealing to our reason, instead of to our sentiment'." Suppose sick had said, "We will not bring our sick bodies to you, or permit you to experiment on us, nor will we invest earnings in your new-fangled theories so you can keep from starving, until YOU produce 'facts, statistics, results of research, etc.'." Suppose EVERYBODY held off "believing" or trying until enough of them BELIEVED AND TRIED IT until such WAS forthcoming — would there EVER HAVE BEEN ANY CHIROPRACTIC? Why didn't D. D. Palmer try "this third way; why didn't he use it in THE FIRST PLACE?" It wasn't in the picture. It was yet in making. It was yet to come. History hadn't released it from womb of time. Parentage was pure, conception normal, family strain was clean, there was no mixing of races, and there were no abnormalities in making. Birth should be legitimate and child a credit to offspring. In beginning, he was COMPELLED to ask people to have faith; to "BELIEVE" in him; to "BELIEVE" in a principle and practice that argued sound, but was not proven. Suppose NONE HAD "BELIEVED"; suppose ALL HAD REFUSED to "believe" — where would Chiropractic be? It would have died aborning. In beginning of all movements, BELIEF is essential. Later, when FACTS are established, it is FAR FETCHED to find it necessary to ask any to recognize fundamentals.

Human Nature Rotates On Itself

Today, history repeats 1895. Doubting Thomases surround workers in this field. They have gone so far away, strayed so distantly, they hardly recognize that which is rightfully theirs. Talk CHIROPRACTIC and CHIROPRACTORS don't recognize their mother tongue. Out of same family comes another child, and older brothers and sisters can't recognize family strain and resemblance. Let an NCM brother and a SPGH sister be born of same BJP-pater and PSC-mater, and many earlier children rise up and denounce them as illegitimate and unworthy of place at same table.

D. D. Palmer tried to found a school to teach this new idea. Would world accept? First were begged to become students. Later, "a few addle-brained incompetents" took it up. Regulars, ethicals, and staid people looked askance upon type who follow our movement as tho they have a loose screw. Scientists, thinkers, substantial people took issue against Chiropractic, and a few still look with stand-offishness, preferring to sneak in back door at night so

none would see them. Time adjusts all issues. Today, that has gone. Chiropractic is taking its respectable place amongst respectability; it is becoming fashionable to have "Chiropractic save my life," making living pleasant. He who earns right to serve, later than sooner assumes rightful position amongst fellow beings.

Movements grow and develop steadily by jerks, with many downs and few ups, few ups being relatively of greater essence than many diluted downs. Time arrived when this principle and practice had to be taken out of field of theory and developed into definite, positive proof of scientific nature, to establish correctness or incorrectness. Scientific devices, instruments, and machines had to prove our idea, yet beyond human reach.

Second Generation Carries On

Now enters Chiropractic picture second person — B. J. Palmer, only son of D. D. Palmer. He introduced the X-ray and formulated rules, technique, and proof of spine-picture-taking, which he named SPINOGRAPHY. Would or could spinograph prove existence and correction of vertebral subluxations; whether a vertebra was or was not, could or could not be subluxated; whether it was or was not, could or could not be adjusted by hand alone?

"B. J's every action, we believe, has been and is being directed to follow a policy, a set of dogmas, in which he believes fanatically and from which NOTHING, it seems, will make him turn."

True! With essence of mental logic, he NOW KNEW there WAS a vertebral subluxation. He laid down a "policy" of PROVING it WAS. He did set forth "a set of dogmas" that no person WITHOUT a spinograph was as competent as he who competently used one; that spinograph could see and prove existence of FACTS which fingers could not know existed. HE KNEW these and many other truths "fanatically and from which NOTHING, it seems, will make him turn."

"Of these dogmatic ideas, two of the most important are: 1st, UNLIMITED CHIROPRACTIC, which embraces the straight and mixer question —."

Either vertebral subluxation WAS cause of diseases or it was not. If it WAS, then IT WAS. If it WAS, then it WAS 100 per cent. If it was NOT, it was not so in one case. If it was, there was NO room for other contradictory or antipodal principle or practice to enter. If it was NOT, there was no room at all for Chiropractic principle or practice.

"Nearly all his actions can be shown to follow these ideas."

ALL "of his actions can be shown to follow" that principle and practice thru, to be proven or disproven. IT HAS BEEN PROVEN, therefore ALL actions take a straight line for nearest and cleanest way to attain ultimate objective — health for sick.

Spinograph was introduced in 1910. Forty years later, we find some of our profession divided on its "facts, statistics and research," notwithstanding millions of films have been exposed, developed, interpreted, and added to our store of knowledge as to "facts" of vertebral misalignments. Those who do NOT know, doubt. Those who DO know, KNOW what spinograph proves. TODAY we are able to present statistics, research, and facts to convince skeptics what spinograph has done to establish information that took vertebral misalignment and/or vertebral subluxation out of theory and put it into science. What more is to be done to convince group WHO STILL DOUBT, for they do exist and their name is legion. Problem is not solved when "facts, statistics, research" *have been* attained. We still have those who CANNOT SEE, who WILL NOT see.

Again entered second person — B. J. Palmer. He introduced neurocalometer and formulated rules and technique for proving existence, absence, or presence of interference to transmission of mental impulse supply between brain and body; to prove WHERE to give an adjustment; where NOT TO ADJUST; WHEN to and WHEN NOT to; whether one HAS or HAS NOT been given at any time or place; to KNOW whether pressure has been INCREASED and transmission DECREASED; or pressure has been DECREASED and transmission INCREASED. These were vital questions in field of human energy theory that MUST BE ANSWERED by science, that we might extract human questionable elements which left doubt and reestablish them with scientific unquestionable deductions and "facts" that left no doubt of ultimate objective of getting sick well.

Says our informant: "B.J. has asked us to BELIEVE in Chiropractic, then go out and try it for ourselves." When Chiropractic principle and practice were premised upon BELIEF, there was nothing else to do BUT BELIEVE. Previous to spinograph, BELIEF was advanced that there WAS a vertebral subluxation; that it COULD be replaced into normal position, by hand. You were asked TO BELIEVE both were possible but true. Were they? There were no "facts" to sustain, or proof to deny. That CHIROPRACTIC had its fundamental in this BELIEF, there is little doubt. Then came spinograph (1910), optical illustrations which destroyed BELIEF as to POSITION of a vertebra, either before or after that which we gave and called an adjustment. Belief WAS necessary when a Chiropractor PALPATED down spinal column, that he felt irregularities which he BELIEVED were subluxations. He gave what he BELIEVED to be an adjustment, palpated again, and again BELIEVED he had given an adjustment. Palpation,

nerve-tracing, taut fibres, contracted muscles were all means to an end; each in its turn and time; each designed to create hope that we could take CHIROPRACTIC out of BELIEF of locating subluxations. It was not inconsistent, when locating subluxations AS A BELIEF, for B. J. to "ask us TO BELIEVE IN CHIROPRACTIC and try it for ourselves —." He had studied Chiropractic AS A BELIEF more than anybody; had developed methods and means of how to make BELIEF more accurate; it was natural he should ask the profession TO BELIEVE in his work and works, in him and his methods, more than any other. Today, B.J. does NOT ask anybody TO BELIEVE in him or his methods. SPINOGRAPH takes POSITION OF VERTEBRAE out of field of BELIEF (theory) and puts it into field of CERTAINTY (science). You need not glide your fingers over surface of skin and guess what position a vertebra is in, which is hidden down deep underneath. Take spinograph AND SEE ITS POSITION WITH THE EYE.

Belief First, Then Facts

Says our informant, "B.J. has asked us to BELIEVE in Chiropractic, then go out and try it for ourselves."

When Chiropractic principle and practice were premised upon BELIEF, there was nothing else to do BUT BELIEVE. Previous to neurocalometer, BELIEF was advanced that whenever you palpated a bump which was out of alignment, THAT WAS A SUBLUXATION; when you "adjusted" it, heard it crack, this automatically WAS an adjustment. You HAD TO BELIEVE this, for there was nothing else TO BELIEVE. B.J. also taught that when you palpated and found a misalignment, there WAS a pressure upon nerves, which WAS interfering with a flow of mental impulse supply between brain and body; that every bump palpated and cracked WAS an adjustment; that as long as patient was sick, he had subluxations, and as long as he had what we palpated as subluxations, we should continue giving "adjustments." So we palpated all, adjusted all, and when we gave an "adjustment" we DID release that pressure and DID restore transmission between brain and body. You HAD TO BELIEVE this, for there was nothing else TO BELIEVE. To deny any part, or all of this BELIEF, was to deny CHIROPRACTIC, for Chiropractic was premised on those fundamentals. Was all true as a matter of "facts, statistics, results of research, etc.?" WE BELIEVED it was. We studied Chiropractic AS A BELIEF, more than any other, and it was natural we should ask our profession TO BELIEVE in our work and works, in us and our methods, more than any other. Today, B.J. does NOT ask anybody TO BELIEVE in him or his methods. Neurocalometer takes human energy mooted ques-

tions out of field OF BELIEF (theory) and puts them into field of CERTAINTY (science). If a patient had what we thot was an abnormal temperature and we conceived a mental idea and developed a sense touch process, used it, and decided it was 99.2, and told this to you, we would ask you TO BELIEVE that IT WAS 99.2. But if we used a clinical thermometer, it registered 99.2, YOU looked AND SAW it registered 99.2, YOU would not need BELIEVE US or OUR METHODS, YOU would use SAME METHOD we did. That which CONVINCED US would CONVINCE YOU. Same instrument in our hands would be same instrument in YOUR hands. YOU could use SAME instrument and ascertain same "facts" by use of same scientific method and then "believe" in YOURSELF. This is a difference between BELIEF between people, in an abstract theory, and KNOWLEDGE from instruments, in demonstrated fact.

Neurocalometer finds location of interference; tells WHERE it is. It tells WHEN it is and WHEN it is not; whether or not we HAVE given an adjustment. It proves whether pressure has been released or created; whether transmission has been restored or diminished. Neurocalometer does not think, is not human, has no prejudices to overcome, does not use BELIEF to prove what it reveals. BELIEF was necessary when "adjustment" was given and you HAD TO BELIEVE it WAS an adjustment. TODAY you KNOW whether it was or was not; for an instrument that DOES NOT BELIEVE finds FACTS. BELIEF is not necessary when a Chiropractor competently uses a neurocalometer.

"Admitting this, we must add that whether B. J. is right in the pursuance of THOSE POLICIES, is a question almost too large for us to discuss at present."

Whether this statement be applied to that writer, or to our profession at large about whom the writer has said, "does he think chiros are too dumb to understand proofs," depends upon mental quality of Chiropractic vision of person making it; to know what it is we do and his ability to "understand" how we prove them. Some men, in thinking processes, follow a straight line and pursue it relentlessly. Others BELIEVE another's grass is greener, that side-tracks and off-shoots from main highway provide better ways of arriving; we find them flitting here, there, anywhere. They investigate everything that comes along, consistent or inconsistent with fundamental premise. They write about it, thinking they enlarge their scope of wisdom. Nobody can wander aimlessly into medical swamps and increase his horizon of CHIROPRACTIC knowledge and ability. We discount his CHIROPRACTIC opinion after he has rummaged into medical attics and messes the whole into hash. We respect the CHIROPRACTIC opinion of any

Chiropractor who has made a profound study OF CHIROPRACTIC, sticks to that which IS consistent with its fundamental premise; and, after mature deliberation, renders opinion. Principle, problem, process, and practice OF CHIROPRACTIC are simple; might be TOO simple for average complex mind of general run to "understand." Solution could be so simple that usual complex mind could not see, even if explained and placed before him.

A Reaffirmation

Let us restate this simple principle and practice: D. D. Palmer said CAUSE of ALL disease is due to:

- a. vertebral subluxation, producing
- b. an occluded foramen
- c. a pressure upon nerves
- d. an interference to the transmission of normal quantity mental impulse supply.
- B. J. Palmer said further: If this be true
- e. INTERFERENCE would produce RESISTANCE to transmission
- f. set up A HOT BOX at point of resistance
- g. which could be located if heat area could be ACCURATELY located
- h. which, if located, would prove EXACT location OF SUBLUXATION
- i. which, if located, would prove EXACT location FOR ADJUSTMENT
- j. which, if located, would determine TIME for adjustment
- k. which, if NOT located, would determine time NOT for adjustment
- l. which would determine whether adjustment HAD OR HAD NOT been given
- m. which would determine whether pressure HAD BEEN INCREASED OR DECREASED
- n. which would determine whether interference HAD BEEN DECREASED OR INCREASED, and thus establish entire second great question in Chiropractic.

Time arrived when this principle and practice had to be taken out of field of BELIEF in B.J. or BELIEF IN CHIROPRACTIC, and developed into definite, positive series of "facts, statistics, results of research, etc." of scientific nature to establish correctness or incorrectness, which each Chiropractor could determine for himself, with similar accuracy, if competently used. Scientific devices;

instruments, methods had to prove WHERE, WHEN, AND HOW to give adjustments; whether or not they had been given; whether patients were made better or worse, and replace PERSONAL BELIEFS OF A PERSON.

"It seems evident that B. J. could have given out his principles in one of three ways: 1. 'By having us follow him unquestioningly, through blind faith in his intelligence, or, 2. By forcing his will upon us, as he seems to be desirous of doing at present, or, 3. By giving us concrete FACTS, statistics, research, or in other words, material appealing to our reason, instead of to our sentiment."

The neurocalometer has done, in establishing POSITIVE LOCATION of interference to transmission of mental impulse supply, what spinograph did to giving ABSOLUTE KNOWLEDGE of alignment of vertebrae in a living spinal column. Neurocalometer has eliminated ALL GUESS on WHERE interference is; WHERE pressure upon nerve is; WHEN to give an adjustment; WHEN not to give one; WHAT case we have been overadjusting; HOW TO GIVE adjustment to release pressure upon nerves and restore transmission; WHETHER adjustment has or has not done any or all of this; WHETHER it has made many worse; giving us "facts" on reverse questions so much needed.

During our Class Review Course in London (England), our quoted correspondent made a statement which, in effect, implied in our mind as follows:

"We have been here two days; we have listened to your talks; we have heard of this in the past; we have read much of it which you have printed; we don't take much stock in that. What we want is PROOF.

"You say that:

- subluxated vertebra produces pressures upon nerves. PROVE IT!
- pressures upon nerves interfere with transmission of mental impulse supply. PROVE IT!
- interference to transmission of mental impulse supply introduces resistance. PROVE IT!
- resistance produces by-product known as heat. PROVE IT!
- neurocalometer will read and locate difference in heat between where it is in excess and where it is in normal, and thus locate PLACE of interference. PROVE IT!
- LOCATION of interference PROVES LOCATION of resistance, thus PROVES LOCATION OF SUBLUXATION. PROVE IT!
- this proves WHERE and WHEN for adjustment. PROVE IT!

"You further say that:

- when adjustment is given at THAT location, WHEN and WHERE neurocalometer proves that
- this releases pressure upon nerves and permits restoration of mental impulse circulation. PROVE IT!
- this restoration of circulation of mental impulse supply reduces resistance. PROVE IT!

—reducing resistance to mental impulse circulation reduces abnormal heat radiation. PROVE IT!

—neurocalometer will read, by comparison, between WHEN present and WHEN not present, thus proving heat is normal. PROVE IT!

—proving whether an adjustment HAS OR HAS NOT been given RIGHT place, RIGHT time, and WAS an adjustment and not a misadjustment.

"PROVE ALL THIS AND I WILL BELIEVE WHAT YOU SAY AND PRINT IN YOUR LECTURES AND FHN, AND I WILL THEN LEASE ONE OF YOUR NCMs AND USE IT IN MY PRACTICE. It is PROOF we want and must have to be convinced that there is anything in the NCM or its use in HOLE-IN-ONE. Others have given us logical arguments in behalf of THEIR methods and systems, as good as yours. They, too, have sung their great results.—So far, you have given us NO MORE PROOF than anybody else. You have given us JUST WORDS!"

We Demand Analogous Proof—Do We Get It?

This reminds us of three experiences we had along similar lines, where we, too, were seeking PROOF, with Edison, Steinmetz, and Marconi—conceded to be three greatest wizards and authorities in electricity, altho possible that our correspondent would not yield that credit from what follows:

We Ask Edison

"What happens, Mr. Edison, when we press a button on wall and light occurs in globe in ceiling?" His explanation was about as follows:

"999 other fools have asked that same question. The fact is, I DON'T KNOW. I can offer you an explanation FOR THE FACT. Here it is: electricity is supposed to get to globe; wire offers resistance to transmission; this resistance produces a by-product of heat; heat produces another by-product of making wire white-hot; white heat throws off another by-product we call light."

We asked: "How does electricity go FROM button on wall TO globe in ceiling? Does it go THRU or OVER the wire?"

His answer was:

"Again I must say, I DON'T KNOW. I can offer another explanation that electricity goes THRU a wire, but I CANNOT PROVE IT, for I DON'T KNOW what electricity IS, nor do I know anybody who does. It is energy, and energy is an abstract which cannot be proven by any known test of physics or chemistry; but THIS MUCH I THINK I DO KNOW—WHEN I PUSH BUTTON ON WALL, IF ELECTRICITY BE PRESENT IN WIRE, LIGHT APPEARS IN GLOBE IN CEILING. Beyond that, all is conjecture."

There was a time when, if anything happened along a wire, they trailed the wire foot by foot, seeking the cause. Now an instrument in a central office can tell, within a foot, where cause is. There was a time when, if anything happened to a trans-Pacific at-bottom-of-sea cable, they had to begin at shore, take it up all along until they located break. Now a man sits in his office at San

Francisco, uses an instrument, and can tell, within one foot, WHERE break is in that 3,000 mile cable.

History of light is interesting. In 100 B.C., pottery lamps were used. Olive and nut oil was burned in Biblical times. In 1000 A.D., bronze lamps were used in Greece. Olive oil was usually used. In 1600 A.D., Betty lamp burned a type of grease brot to America by Pilgrims. In 1800 A.D., we reached candle, first used in 12th century. In 1870, came coal-oil lamp; 2,000 years of changes, continuing to burn oils and greases with no improvements in light source — a flickering flame. In 1879, Edison produced FIRST ELECTRIC LAMP. In 1890, carbon lamp was born — era of convenience, safety, and dependability. In 1910, clear Mazda lamp came in. Tungsten filament gave three times light of carbon lamp. In 1920, white Mazda lamp was produced. In 1929, 100-watt Mazda lamp was known as "the miracle of 1929." Fifty years of development in electric lamps. Seventy-five times light at same cost. Last seventy-five years have done more TO LIGHT THE WORLD than previous two thousand years.

Had we been our correspondent, and had OUR mind reasoned as HIS, we would have said: "PROVE ALL THIS AND WE WILL BELIEVE WHAT YOU SAY AND PRINT IN YOUR SCIENTIFIC PAPERS. PROVE ALL THIS AND WE WILL INSTALL ELECTRIC LIGHTS IN OUR HOME AND OFFICE. It is PROOF we want and must have. Others, besides you, Mr. Edison, have given us logical arguments in behalf of their methods and system, as good as yours. They, too, have sung their great kerosene light results. So far, you have given us NO MORE PROOF than anybody else. You have given us JUST WORDS."

Steinmetz Doesn't Know

At another time, we met Mr. Steinmetz, electrical engineer extraordinary of General Electric Company. Desiring TO KNOW and TO HAVE PROOF, we put same question to him.

Mr. Steinmetz' answer was about as follows:

"Questions such as you raise indicate the thinking, analytical mind. We all desire TO KNOW. It is befitting we should. Few have given more thought and practical study than I, in trying to find answers; but I STILL DO NOT KNOW. I can offer you an explanation and here it is:

"Electricity is presumed to flow from place of button on wall to place of globe on ceiling. When electricity is presumed to arrive in globe, it meets with resistance to transmission; this resistance sets up by-product of heat; wire becomes white-hot, thereby throwing off another by-product light. Greater the resistance, greater the heat; greater the heat, whiter the light. What happens as an abstract passes through a concrete is a process exact status of which we

DO NOT KNOW; therefore we establish explanations that best explain upon which various authorities have differing opinions."

We asked: "HOW does electricity GO from button on wall TO globe in ceiling? Does it go THRU or OVER the wire?"

His answer was:

"Again I must say I DON'T KNOW. I can offer an explanation that electricity goes OVER a wire, but I CANNOT PROVE IT, for I DON'T KNOW what electricity IS, nor do I know anybody who does. It is energy, and energy is an abstract which cannot be proven by any known test of physics or chemistry; but THIS MUCH I THINK I KNOW: WHEN I PUSH BUTTON ON WALL, IF ELECTRICITY BE PRESENT IN WIRE, LIGHT APPEARS IN GLOBE IN CEILING. Beyond that, all is conjecture."

Had we been our correspondent, and had OUR mind reasoned as HIS, we would possibly have said: "PROVE THESE CONJECTURES AND WE WILL BELIEVE IN YOU; BELIEVING IN YOU, WE WILL BELIEVE IN YOUR GENERAL ELECTRIC COMPANY OF WHICH YOU ARE THE HEAD; BELIEVING IN YOU AND YOUR COMPANY, WE WILL PLACE AN ORDER FOR A GENERAL ELECTRIC REFRIGERATOR. We do not desire to waste money WITHOUT PROOF. It is PROOF we want and must have. Others, besides you, Mr. Steinmetz, have given logical arguments in behalf of their methods and systems, as good as yours. They, too, have sung their great below-zero, river-frozen, ice-cold results. So far, you have given us NO MORE PROOF than anybody else. You have given us JUST WORDS."

Marconi Doesn't Know

At a subsequent time, we had occasion to meet Mr. Marconi. Desiring TO KNOW and HAVE PROOF, we put same question to him.

Mr. Marconi's answer was about as follows:

"If I KNEW what you think I OUGHT TO KNOW, and IF I COULD PROVE what you think I OUGHT TO PROVE, I would be God—not man. Would that I DID know; that I had the capacity to know. Some things are still beyond the capacity of any finite mind. What any of the true understanding is, of any of the abstracts, is still beyond the understanding of man. If you take the position you will not act until YOU KNOW about the abstract you are investigating and analyzing, you would NEVER move, for it is by eliminating darkness you bring light. I agree with your explanations of the explanations of Mr. Edison and Steinmetz."

Pursuing the question, we asked: "HOW does electricity GO from button on wall TO globe in ceiling? Does it go THRU or OVER wire?"

His answer was:

"Again I must say, I DON'T KNOW. I can offer explanation that electricity does not go through or over a wire, but moves, if it moves at all, by atomic

pressure; but I CANNOT PROVE THIS THEORY for I DON'T KNOW what electricity IS, for it is one of those abstract abstracts beyond the ken of man. Neither do I know anybody who does; but this much I THINK I DO KNOW — WHEN I PUSH BUTTON ON WALL, IF ELECTRICITY BE PRESENT IN WIRE, LIGHT APPEARS IN GLOBE IN CEILING. Beyond that, all is conjecture."

Had we been our correspondent, and had OUR mind reasoned as HIS, we would probably have said: "PROVE TO US THE ABSTRACT, that ELECTRICITY EXISTS, that IT IS ENERGY, that IT IS PUSHED ALONG BY ATOMIC PRESSURE, that IT WORKS when it arrives, that resistance to its passage CREATES HEAT, and then WE WILL BELIEVE WHAT YOU SAY AND PRINT IN YOUR SCIENTIFIC TREATISES ABOUT MARCONI WIRELESS, AND THEN WE WILL INVEST OUR SMALL PITTANCE IN A RADIO WIRELESS SET FOR OUR HOME AND URGE OUR FRIENDS TO DO LIKEWISE. We do not desire to waste our money or encourage our friends to do likewise WITHOUT PROOF. It is PROOF we want and must have. Others, besides you, Mr. Marconi, have spoofed us in behalf of their newer and better methods and systems as good as yours. They, too, have sung their great wire-telephone results. So far, you have given us NO MORE PROOF than anybody else. You have given us JUST WORDS!"

B. J. Palmer Reasons

In London, England, 1932, and years previous, B. J. Palmer has talked and printed following reasoning:

A subluxated vertebra produces pressure upon nerves.

Pressures upon nerves interfere with transmission of normal quantity mental impulse supply.

Interference with transmission of mental impulse supply introduces resistance.

Resistance introduces by-product of heat which radiates to nearest skin surface dissipation point.

Neurocalometer will read comparative contrast heats, locating subluxation with its pressure upon nerves, with interference, with resistance.

Correctly adjusted vertebra releases pressure upon nerves.

Released pressure upon nerves removes interference with transmission.

Removed interference with transmission reduces by-product heat.

Neurocalometer will read, by comparative temperatures, at comparative locations, reduced heat, proving adjustment was given at right place, at time a subluxation existed in fact.

B. J. Palmer has tried this principle and practice on thousands of cases, proven it sane, safe, and sensible; written reams in description of it, and results in its use; described hundreds of cases by comparison of various methods; taught its use to thousands who now use it with equal facility and accuracy, and speak in its behalf with glowing tribute.

And yet our correspondent did say, in verity, in London, as follows:

"PROVE ALL THIS AND I WILL BELIEVE WHAT YOU SAY AND PRINT IN YOUR FHN. BELIEVING IN YOU. I WILL LEASE ONE OF YOUR NCMs AND ENDORSE IT TO MY FRIENDS WHO READ WHAT I WRITE. I do not desire to waste my money WITHOUT PROOF. It is PROOF we want and must have to be convinced. Others besides you have given us theories, methods, systems, and have offered us as good reasons to buy, as have you. So far, you have given us NO MORE PROOF than all the rest of these sweet-smiling, smooth-tongued, high pressure salesmen!"

Suppose our correspondent had said: "What happens, B.J., when a vertebra becomes subluxated and produces pressure upon nerves; interference occurs and resistance builds itself into abnormal energetic work known as by-product of heat, which you say neurocalometer can locate?"

We DON'T KNOW. We can offer an analogous explanation to that of all energies thru all matters, but WE CANNOT PROVE THEM. WE DON'T KNOW what intelligence, mind, thot, energy, power, work, mental impulse, interference, resistance, heat, electricity, or any abstract IS; but THIS MUCH WE DO THINK WE KNOW: WHEN VERTEBRAL SUBLUXATION OCCURS IN LIVING MAN, ALL THESE THINGS HAPPEN, WHEN ADJUSTMENT IS GIVEN TO LIVING MAN, AT RIGHT PLACE, AT TIME WHEN SUBLUXATION EXISTS IN FACT, OPPOSITE CONDITIONS OCCUR. Beyond that, all is conjecture. We know no man who KNOWS the answer. We know none who can PROVE any from the greatest among us to the least of us. All we KNOW is its manifestation, both before and after an adjustment; from that on, we conjecture what, how, why, and when.

The Great Divide

Nothing that can be proven is worth while, and everything that is worth while cannot be proven. All concretes can be proven. They come, they pass away, they change form; therefore, are not worth while. All abstracts cannot be proven. They last eternally, therefore are worth while. Our correspondent's questions indicate he WILL believe abstracts when they have been proven to exist as concretes, so he can handle, play with, see, and otherwise weigh and measure them on scales, in bushel baskets, or in quart measures.

The world is composed of matter and immaterialities — abstracts and concretes. It is well all IS so divided, for it takes abstract to mold and remold concrete from what it was then to what it needs be now; and thus evolution keeps moving forward and upward. Abstracts and concretes do exist in qualities and quantities in exact ratio as quantity of abstract is permitted to flow thru a quantity of matter. Interfere with that flow, in quantity, and you step down its quality, in quantity in action. Restore that flow, in quantity, and you step up its quality, in quantity in action. This is the Chiropractic principle and practice. Quality of reason, analysis, and understanding comes in this category in exact ratio as function does or does not flow thru matter.

Only the abstract can measure, analyze, or understand an abstract. The human (concrete) BRAIN in human being cannot measure, analyze, or understand either abstract or itself. If it could, a DEAD human being, with a human (concrete) BRAIN, could measure, analyze, or understand an abstract. In same sense, any LIVING (abstract) human being, with LIVING (abstract) human MIND (abstract) has potential possibilities of measuring, analyzing, and understanding relative and comparative values inherently in abstracts within itself as well as other than itself.

A small (abstract) MIND, suffering from interference thru its (concrete) brain, could measure, analyze, and understand a LARGE (abstract) MIND in a SMALL way. It could also measure, analyze, and understand a SMALL or LARGE abstract mind in a LARGE WAY if it was not suffering from interference. But a LARGE (abstract) MIND — one with well-developed measuring values, analyzing deductions and broad understandings, will ALWAYS analyze, measure, and understand in a BIG way. In other words, a normal concrete brain will produce a normal abstract state of reasoning and thus see the light right. We have many big, constructive workers and builders in our ranks who DO measure, analyze, and understand abstracts in a BIG way. We also have wreckers, destructionists, and destroyers who tear down and belittle Chiropractic by dilution. Gradually, builders are increasing their numbers. They are growing in understanding.

ALL WE THINK we know is that WE KNOW we think that we THINK WE KNOW. If we KNEW, we wouldn't need THINK we knew, because we WOULD KNOW. NOT KNOWING, we are compelled TO THINK WE KNOW.

If we can't BELIEVE in producer (electricity), how can we BELIEVE in the product (work); therefore, how much less must we BELIEVE in by-product of work, heat? If we can't BELIEVE in producer (mind), how can we BELIEVE in product (mental

impulse); therefore, how much less must we BELIEVE in by-product (function), normal or abnormal, free or interrupted or restored? If we can't BELIEVE in by-product function, how can we BELIEVE in ITS by-products, such as action, motion, heat, normal and abnormal, etc.? If we can't BELIEVE in NORMAL by-products of a by-product, how can we BELIEVE in ABNORMAL by-products, when interfered with, such as inaction, paralysis, plus or minus, of abnormal heat, etc., when such is mechanically interfered with by subluxation? If we BELIEVE existence of abnormal by-product abstracts existing in peripheral concrete matter, and in existence of normal by-product abstracts existing in epiphery concrete matter, then we are compelled to believe in return of health from epiphery to periphery when by-products reverse themselves and normal abstract can substitute for abnormal, i.e., as LIGHT APPEARS, DARKNESS DISAPPEARS; as LIFE APPEARS, DEATH DISAPPEARS; or, as HEALTH APPEARS, DISEASE DISAPPEARS.

For these, you DEMAND PROOF before YOU BELIEVE. We have it not, neither do we know where it can be obtained. There IS NO PROOF, except in logic and in resulting fact as you see and reason.

We dare say our correspondent buys electricity every month and pays for it. He buys an abstract, for which there is NO PROOF and pays for it in concrete cash, which IS PROOF. He can't PROVE he gets anything for which he delivers that which he CAN PROVE. If he would not use "electricity" until he CAN PROVE IT, he will wait a long time and die in despair.

Facts Are Ever Present

SCIENTIFIC FACTS DEMANDED are before us. They have been accumulating for years—getting more accurate and competent annually. Our correspondent ASKS FOR SOMETHING WE HAVE BEEN SETTING BEFORE HIM FOR YEARS. There is much merit in "Does he think the chiros are too dumb to understand proofs?"

"Facts, research, etc.," are called for. A "fact" is presumably something established which remains put, never varies, subject to no amendment, remains a constant. The LAWS OF GOD are that, but there is nothing human that ever is that. No two people are alike in specific detail, altho all are alike in general. We are all, always, in flux. A rule to one person is no rule for another. One man's meat is another's poison. General approximate principles, practices, processes, methods, and rules can be laid down, but each person, via Innate, is a law unto himself.

With years we have evolved out of cosmos, knowledge of one and only SPECIFIC for cause of ALL disease. Philosophers of centuries have been seeking it. Alpha and omega of cause and cure of disease are NOW before us. When anything as stupendous as this is before us, of the tremendous mental and physical value it has to human race, IT has had to go thru much revision before it assumes shape and form, even in OUR minds closest to it, much less getting into tangible form where great mass of unwashed who have not traveled as far or as fast as we, who have given it little or no thought, can "understand."

"Facts" are demanded. Every idea was a "fact" until tomorrow laid it on the shelf. Every "fact" was "fact" until it was added to tomorrow, which changed its composition yesterday. "Facts" ARE "facts," but they are always in flux. "Facts" of yesterday were strong, but added "facts" of today, added to "facts" of yesterday, make "facts" of yesterday no longer strong, but weak. Out of process comes stronger idea today than yesterday. Too many minds think of strength as a complexed quantity, even tho diluted; while others regard strength as simple essence boiled down.

"Facts" are demanded and when supplied are doubted by people demanding them. Up till 1923, whether or not there was mental impulse flow between brain and body was a BELIEF which our profession followed "unquestioningly, through blind faith." Previous to 1923, we promulgated a Chiropractic philosophy which all accepted as "blind faith" as consistent in explanation for what was happening. Up till 1923, whether or not there WAS any pressure upon nerves, was worked with because they were willing to have it forced upon them, because occasionally it worked getting sick people well. Whether or not people got well because of restoration of transmission of an abstract flow of force, was what all were asked TO BELIEVE, for it seemed the logical explanation of what took place. Nobody objected then to such BELIEFS. In 1923, neurocalometer took all this OUT OF BELIEF AND PLACED IT IN FIELD OF SCIENTIFIC FACT. It has been one constant series of running stream of correction, remodeling, reconstruction, revision of BELIEFS, TO FACTS, from that day to this. Theories blew down. Facts replaced them. Now that "facts" ARE before us, we find THE PERSON who propounds "facts" is cussed and discussed. "Facts" are demanded, and when presented are ignored. "Facts" go begging for want of a respectful hearing. Many NOW labor hard and strong to dispute "facts." Instead of trying to absorb what they HAVE BEEN DEMANDING, understanding FACTS NOW BEFORE THE PROFESSION,

THE PROFESSION PREFERS TO CHASTISE MAN WHO PRESENTS THEM.

If we could prove "by adjusting a backbone we could get indigestion well, John D. Rockefeller, Sr., would give a million dollars to get well." He got well, but we did not get the million. Prove you "can cure infantile paralysis and medical profession will be at your feet." Cure cancer, and "there are wealthy people who will endow you with a hospital." All of this has been done in thousands of cases in every country, city, and village, as our profession well knows. Prove to a waiting world that "you HAVE found a SPECIFIC for cure of ALL disease and legal fraternity will accept you for face value and grant you legal immunity." We have done this, yet we fight for existence.

Says our correspondent, in verity: "Convince me you have something better in neurocalometer and I will be for it. I have had three neurocalometer D's C. work on me. None agree. How can I convince myself it has merit?"

We know TWO ways this can be done: 1. STUDY CHIROPRACTIC until student becomes convinced that CHIROPRACTIC has merit — then TRY to find a CHIROPRACTOR if he can. 2. Don't take adjustments until you have met enough patients who HAVE taken CHIROPRACTIC and have gotten well, and let that convince you. Even then, you may go out, try to find a Chiropractor, THINK you have, find you haven't, and quit in disgust.

We know TWO ways to find whether or not neurocalometer is better: 1. Study principles and practices involved until you convince yourself they are sound and true to Chiropractic, and then see whether or not neurocalometer is in strict accord with those principles and practices. 2. Don't have a thing to do with it until you have talked with enough Chiropractors who HAVE used it, to be convinced BY THEM it HAS a larger percentage merit with competent use than without it.

Says our correspondent, in verity: "Present 'facts' and a waiting world will bow down and call you blessed." Has it ever been thus, with anything? Did waiting world welcome Christ? Did medical profession welcome Chiropractic? How different are Chiropractors, on new evolutions IN CHIROPRACTIC?

Our intelligence in all above reasoning can be anybody's intelligence IF he reasons the same way ALONG CHIROPRACTIC LINES, in accordance with the CHIROPRACTIC PRINCIPLE AND PRACTICE. Either the CHIROPRACTIC PRINCIPLE AND PRACTICE IS SOUND, OR IT ISN'T. We NOW ask none

to follow in "blind faith." We ask them TO REASON CHIROPRACTIC for themselves. If they CANNOT reason what Chiropractic is, is not; what it does and does not; how it does it, then any following would have to be "blind faith," if they followed US. It is useless to "force any opinion upon anybody, for none will be forced." If any man proclaims himself a follower of Christ, he can't consistently or logically follow teachings of Mohammed, Buddha, or Hinduism, and be true to Christ; neither can one proclaim himself a CHIROPRACTOR and follow will-o-the-wisp principles and practices of medicine and surgery and be a true disciple of CHIROPRACTIC. We have inherent right to resent introduction of anything which is NOT Chiropractic, INTO Chiropractic, CALLED Chiropractic. We shall use every mental FORCE to keep OUT of Chiropractic anything which is NOT CHIROPRACTIC. We never use physical FORCE or violence to attain a moral and intellectual ultimate objective. If reason and logic cannot attain, physical violence never will. Our correspondent has said we made "alliance with medical boards against mixers." If medical boards will keep Chiropractors confined within the principles and practices of Chiropractic, under license requested by Chiropractors, we will help medical boards attain that end. If Chiropractic boards will help Chiropractors step OUT of Chiropractic principles and practice, under license requested by Chiropractors, we will fight Chiropractic boards to keep Chiropractic in its purity for posterity. This attitude is not new, nor is it an "at present" whim. We have been consistent with that "policy" of "dogmas" for years. Our correspondent has said: "B.J.'s every action, WE BELIEVE, has been and is being directed to follow a policy, a set of dogmas, in which he believes fanatically, and from which NOTHING, it seems, will make him turn." It is not necessary "TO BELIEVE" this. Apply B.J.'s spinograph and neurocalometer, AND KNOW!

Dumbness and Reason Are Relative

It has been suggested, by our correspondent: "Does he think chiros are too dumb to understand proofs; * * *?" Chiropractic rests upon TWO principles—existence of vertebral subluxation and interference to transmission of an abstract force flowing thru nerves, and inverse of both, viz., adjustment and restoration. It should appear obvious that spinograph does mechanically and optically prove presence or absence of other. If that writer wishes it to appear it is HIS opinion that "chiros are too dumb to understand proofs," we have no desire to quarrel on such an obvious "fact." It took most of our profession twenty years to begin, to get ready, to commence, to start to think about advisability of spino-

graph; then they slowly adopted it. Other school heads denied it. One by one they began to adopt it — some still believing it a work of the devil. Thousands of Chiropractors NOW use it, and thousands *still* refuse it a place in Chiropractic. Do we think “chiroso are too dumb to understand proofs?” It has taken our profession years to get where it is in accepting or opposing neurocalometer. Today, after much fighting, opposition, reams of printed cussing and discussing us and our methods; traveling thousands of miles, appearing in person and explaining at length, our profession — in large part only — is beginning to get ready, to commence, to start to think about advisability of neurocalometer. There are *still* thousands who BELIEVE their minds CAN SENSE what a nerocalometer cannot show. At time we adopted neroucalometer, some of our faculty opposed it; other school heads denied it. One by one they began to adopt it — some still believing it a work of the devil. Even in 1932, we find this correspondent writing an article about “TRYING TO UNDERSTAND B. J. PALMER,” and NOT ONE WORD ABOUT TRYING TO UNDERSTAND THE NEURO-CALOMETER. Verily, HE has said it: “Does HE think chiroso too dumb to understand proofs?” Shove proof in front of their eyes, and they refuse to see; travel to deliver proof, and they can’t understand. After all, perhaps THAT should have been title of his article.

Why don’t we get “concrete facts, statistics, research, etc. —?” Why don’t NEW ideas COME IN with wisdom of centuries behind? Why don’t children come into world with accumulated “understanding” of parentage? Why don’t Chiropractors today profit by labor of years gone? Why don’t new ideas come finished, day conceived? Why wasn’t LAST automobile made first? Why wasn’t Lindbergh’s aeroplane made in days of Kitty Hawk? Ideas are *never* born to adult age value, any more than are suckling babes born old philosophers. Each thing NEW is new, because it IS new. The egg is laid, then comes incubation period. Finally we get baby chick. Slowly chick matures, and some day we have an old hen. Then AND NOT UNTIL do we get chicken stew to be taken into our innards and made a part and parcel of us; and only then does it belong to us.

If 1895 could jump forward to 1950, in Chiropractic, how wonderful that would be. If we could eliminate time, transport ourselves ahead 100 years, there is much we could see, study, and criticise about ourselves, of what we should have done, should have left undone, could have added or eliminated. It is easy to use hind-sight in criticism. Everybody, more or less, does. What the world vitally needs are men who have and use foresight. Even now, look back-

ward and better "understand" what we have proven regarding mental impulse transmission, which we did not know years ago.

Apropos, Collier's magazine (June 18, 1932) contains an interesting sidelight on the birth of new ideas, which fits nicely:

"How We Got Radio

"One of the greatest of industrial research scientists, Dr. Willis R. Whitney, head of the great General Electric laboratory at Schenectady, said the same thing. In his picturesque style, he put it this way: 'Invention, as it moves ahead, seldom moves in a straight line. It moves from side to side. We go after something that we want. We obtain it. Then we find the new invention makes it possible for us to have something we hardly dare dream of wanting. Roentgen was not trying to find a way to look at men's hearts or bones when he discovered the X-ray. But when we got the X-ray we found we could, with reason, want to look at our bones and actually see them. When Edison invented his electric lamps, they were costly because they burned out quickly. A little blue glow developed at the base of the filament, of such intensity that it burned out the filament. It was a defect, or so men thought. Scientists worked for years to get rid of that defect. Yet do you know what that "defect" was? It was radio. But we didn't know it. Other men, moving along, one step at a time, finally put that little blue nuisance to work in one of the most amazing inventions in history. We got radio through Edison's long patient labors to invent an electric lamp for light. No one can tell where scientific research will lead.'"

An Ultimate B.J. Objective

There is ONE way of "TRYING TO UNDERSTAND B. J. PALMER." He was born INTO Chiropractic; studied it ALL his life until it has BECOME him; has studied it from every direct and allied angle, intimately, consistently, everlastingly, and still finds it more correct principle, process, and practice to get a larger percentage of sick well than any other method; has intimately studied all allied, contradictory, and contemporary principles and practices which have, from time to time, tried to attach themselves to it; has found all more wanting and none as practical or truthful, therefore opposes their absorption into addition or subtraction of that which IS Chiropractic; has given Chiropractic more keen analytical developmental study than any other; has always been leader of his profession because of constant advancement of new and better philosophical studies, scientific methods, and art processes of adjustment — out of all of which comes "a policy, a set of dogmas, in which he believes fanatically and from which NOTHING, it seems, will make him turn."

There is ONE way of "TRYING TO UNDERSTAND B. J. PALMER." Every man assumes one of two ways of predetermining his life's plan: he STARTS with a fixed plan of action, setting forth a stubborn campaign, letting nothing pervert or invert it, right or wrong. Or, he starts SEEKING TRUTH, searching and re-

searching for MORE TRUTH, willing to forsake all formerly thot, if it be wrong; willing to let go of a wrong thot or method; willing to adopt any new method if it be better; constantly seeking an improved philosophy, science, and art; always restless to make his best better, if proven; refusing to adopt anything as a substitute, even after due investigation, if convinced that what he has is more practical than the substitute; willing to add anything, if better, if consistent with principle or practice; refusing to subtract anything, if good, if consistent with the same principle or practice; refusing to permit addition or subtraction of anything which is an essential ingredient or element in its fundamental composition, with or without which it would be weakened.

Coming To or From Causes

There are two major divisions of way men's minds act: a. inductive or deductive, where conclusions are reached from a part of the whole, or where the whole concludes the part, as in synthesis or analysis; b. inclusive or exclusive, wherein everything used forms a conclusion, or wherein single issues form their own conclusions.

Under (a), germs cause dis-ease because germs are found in sputum arising from tubercular lungs; or vertebral subluxations cause disease wherein germs are a scavenger living upon scavenger matter. Under (b), ten contradictory methods, principles and practices are used, and statement is made that patient "got well by an adjustment at S.P."; or, ONE method, ONE principle, ONE place is adjusted, and thus concluding on correct place and proper method.

Which procedure is used depends upon whether or not Chiropractor is willing to be moved upon by convenience, following expedient method to people who hire his service, that path of least resistance may be used; none of which is way of attaining exact knowledge. "Pleasing people" has killed more people than it has served well, and usually kills truth in seeking, because it is way of weak people. None of this is mental attitude of those WHO REASON AND DEMAND SCIENTIFIC KNOWLEDGE OF FACTS; strong character who seeks truth, refuses to be swayed by convenience, necessity, prejudice, or financial involvement. As a result of deductive exclusive process of serving past, present, and future growth of Chiropractic, we find "B.J.'s every action, we believe, has been and is being directed to follow a policy, a set of dogmas, in which he believes fanatically and from which NOTHING; it seems, will make him turn."

Article which we quote is like so many — a discussion of the PERSONAL B. J. Palmer. Nowhere and in no way does article

discuss PROFESSIONAL views for which B. J. Palmer fights for preservation in their purity for posterity.

Presumably, reason for discussing *personal* in preference to analyzing PROFESSIONAL, is that our correspondent admits "we must add that whether B.J. IS RIGHT in pursuance of those policies IS A QUESTION ALMOST TOO LARGE FOR US TO DISCUSS AT PRESENT"; and for further reason he THINKS he knows THE PERSONAL better, for he has within himself human characteristics, therefore he reflects IN OTHERS what HE MIGHT DO under like circumstances, therefore reflects what HE resents in what HE thinks HE sees in another similar to himself. Presumably, reason for NOT discussing THE PROFESSIONAL by preference is that he does NOT know all elements that prompt B. J. Palmer's thinking, saying, writing, as he does upon PROFESSIONAL questions. If our correspondent were TO KNOW what B. J. Palmer KNOWS, he would do exactly same things, except in a more fanatical way. We realize this more since Santa Barbara and London classes, where many came in frame of mind of our correspondent; but FOLLOWING MEETINGS, they stayed to praise, "UNDERSTANDING" WHY B. J. said, wrote, and printed as he did. Solution to this PERSONAL and PROFESSIONAL B. J. Palmer issue is entirely a question of the PERSON "UNDERSTANDING" THE PROFESSIONAL QUESTIONS INVOLVED, after which PERSONAL B. J. Palmer fades and PROFESSIONAL B. J. Palmer comes to fore. To discuss HIM may be entertaining gossip; to discuss HIS METHODS may be interesting; but "TRYING TO UNDERSTAND B. J. PALMER" is to STUDY WHY B. J. PALMER thinks, says, or does WHAT he does; WHY explains misunderstandings, clears fogs, produces vision and UNDERSTANDING.

"Understanding" friends believe us an angel who can do no wrong. "Misunderstanding" near-friends believe us a devil who does everything wrong. If we were half as good as our "understanding" friends think, we would do twice as much good as we do. If we were half as bad as our "misunderstanding" near-friends think, we would clean out dirt attaching itself to Chiropractic. Why can't we be a mere human being, doing job of one, with achievements as well as shortcomings?

It is easy for critics to sit in grandstand and cheer or booh players in field. It is another thing to don uniform, go out and do anywhere near as well. Anybody can TELL players HOW to play, but what sports need ARE PLAYERS WHO CAN PLAY A BETTER GAME. One cannot tell another unless he has gone thru same experience. Price any man pays for playing any work is that

he will have one thousand who carp, to one who tries to help by "understanding" what he is trying to do. We hope this article will help carping critics to "understand B. J. Palmer."

"Trying to understand B. J. Palmer" is the way of all flesh, that repeats history.

SUBSEQUENT NOTE:

Foregoing story was written and published in the Fountain Head News in 1933—17 years ago. It called for "Facts, data, proof" of many things said then. Time has a way of solving its problems, and caprices of idle words of men. In 1935, The B. J. Palmer Chiropractic Clinic was established as a research organization. In 1949, a research organization of analytical men and IBM equipment was formed in that Clinic to break down "facts, data, proof" of what HAD BEEN accomplished in that Clinic under certain methods of procedure. This information is being compiled and published. Each step in procedure is going thru this breakdown. Several books *have been* published. More will be. Upon inquiry, you can ascertain what they are and how to get them.

This present procedure verifies exactly what we have said in foregoing story. Looking backward, now, how foolish was the chap who asked for "facts, proof, data" before it could be produced. Looking backward, now, how wise was the man who said it would be forthcoming, given time to produce it.

Our correspondent whom we quoted at beginning of this story (17 years ago), now writes as follows:

"Dear Sir: Thank you so much for having sent me the first two numbers of your booklets of changes under specific Chiropractic technique. May more of these be had or bought?"

He refers to books on Hematological and Urological research.

We know we are proving our case now and we hope our correspondent is beginning to get good sense.

The Story Of
WOC-TV

WOC-TV

Begins Programs

Oct. 31, 1949

Will Give Wide Area Telecasts

B. J. Palmer's Station Pioneers In Second Field

Monday, Oct. 31, will be T-Day!

On that day Station WOC-TV, Dr. B. J. Palmer's new "Half-Million Dollar Baby," will take to the air with regular television programs for residents of the Quad-cities and of an area extending more than 75 miles in all directions.

Behind Station WOC-TV is a year and a half of planning, building and perfecting.

Ahead is a period for expansion and development for the pioneer television station in this whole section of the Mississippi valley.

B.J., taking again "the vision of the far" of which he loves to speak, has provided Davenport with television facilities long before they are available in most communities of comparable size. This is the only television station within the circle of Chicago, Minneapolis, Omaha and St. Louis, which will air television this year.

First Iowa Station

Des Moines, Peoria, Sioux City and St. Joseph, Mo., are among the larger

cities in the area that do not yet have TV stations.

The new station has been assembled, housed and equipped at a total cost in excess of \$500,000. This figure includes \$300,000 for equipment, and the rest for building and remodeling, installation and experimental activities.

Equipment of Station WOC-TV is the latest and finest that is procurable.

Test patterns have been telecast by WOC-TV since early October, and reports indicate reception as far east as DeKalb and Peoria, Ill., as far west as Des Moines, as far south as Moberly, Mo., and Jacksonville, Ill., and as far north as Waukon, Ia., and Prairie Du Chien, Wis.

A Burlington, Ia., mortician brought very clear snapshots of the WOC test pattern taken on his set. From Peoria came literally hundreds of reports of "excellent reception." So WOC-TV, which expected to have a 50-mile reception radius, is reaching out more than 75 miles across the prairie of Iowa, Illinois and Missouri and the low hills of southern Wisconsin.

A check of sales made by television distributors last week showed that there are now 1,750 television sets in Quad-city homes, and that the number is increasing rapidly. The approach of Christmas is sure to stimulate the sale and installation of sets, and by the year end there should be many thousands of television units in use here.

"WOC-TV is the first station in Iowa and the 85th in the United

States to go on the air," said Ernie Sanders, manager of the station.

"Extends Eyesight"

"The word 'television' means literally 'seeing at a distance.' Man, through the ages, has sought to increase his range of seeing with magnifying glass, telescope and microscope. Television is the latest development in extending man's vision. With it you are able to see and hear anything going on within range of television's eye, the camera. What is going on in the world comes to you at the speed of light — 186,000 miles a second!

"Station WOC-TV, initially, will serve viewers in the Quad-cities and a radius of approximately 75 airline miles with a limited number of hours of program service.

"It will consist of NBC shows sent to us on film, local programs, sports events and movies. This service will be expanded as rapidly as possible as the need grows. Sometime next year network connections will be completed and shows will come direct from New York, Chicago and other points of origination."

Pioneered Radio

Station WOC pioneered in radio, as it is now doing in television.

Call letters were granted to the station on Feb. 18, 1922, and WOC joined the National Broadcasting Co. when it was formed in 1926.

The original license granted to WOC was issued by the government just three months after the first radio station license in the country had been granted to Station KDKA in Pittsburgh.

In the early years of radio, the letters of WOC, Davenport, were repeated many times nightly over the NBC network, along with those of the other stations of the chain.

Many well known personalities got their start on WOC. These include Pat Flanagan, now a well known sports announcer, Wendell Hall, the "red headed music maker," Little Jack Little and Ronald Reagan, an announcer who later skyrocketed to motion picture stardom in Hollywood.

In New Building

For many years the operations of Station WOC were carried on in offices and studios in the Palmer School administration building, though some years ago it was necessary to erect transmitter towers east of the city.

With the advent of television, however, the former Ed Ryan residence at 805 Brady street was purchased by Dr. Palmer.

This fine old brick mansion, long a landmark of the city, was completely remodeled to house the radio and television studios, and an addition to the rear was built and decorated to fit in with the original structure.

In the new building radio and television studios are located on the main floor, along with the control rooms.

The news room, scenery storage, property rooms, dark room and television projection room are all on the lower or half-basement floor. Offices and make-up room are on the second floor, while a single large projection room for audience participation shows and rehearsals is on the third floor.

In the addition to the rear, the lower floor houses television mobile equipment and maintenance, while business offices are on the second floor.

Executive personnel of the television station includes Mr. Sanders, manager; Charles Freburg, program director; Paul Arvidson, technical director; Don Bohl, television director, and Bob Redeen, news director.

THE DEMOCRAT AND LEADER
DAVENPORT, IOWA — OCTOBER 18, 1949

Equipment of Station WOC-TV Installed at \$300,000 Cost; Single Tube Costs \$1,300

Equipment costing more than \$300,000—the latest and finest that is available—will make WOC-TV one of the best equipped television stations in the nation when it goes on the air Oct. 31.

Studio equipment alone cost \$150,000, while a truck and equipment for remote telecasts cost \$50,000. Other items were \$79,000 for transmitter, minus expensive tubes, \$24,000 for an antenna and \$14,000 for erection of antenna lines, plus \$20,000 for test and monitoring equipment.

Television camera tubes, for example, are similar to rare violins. They cost from \$1,200 to \$1,300 each, and no two are alike—they must be "babied" like valuable instruments. There will be about 1,000 tubes of all kinds in service at the station, varying in cost from \$1 to the \$1,300 "babies" mentioned here.

In this article the various equipment used, and the part each plays in a television broadcast, is described.

Television field equipment consists of two image orthicon cameras, two camera control units, a switching system, a master monitor, pulse former and shaper, and associated power supplies. This equipment is for field use picking up sports events, parades, outdoor and indoor shows and other events where permanent television installations are not practical.

This equipment may be compared as doing the same job for television that two microphones and a portable amplifier would do for a remote AM broadcast, except that the boys will now carry around about 1,200 pounds of equipment compared to about 40 pounds for an AM broadcast. Of course they will have a special truck for the job. The total value of remote AM equipment is about \$500, compared to \$50,000 for remote TV equipment, including truck television relay transmitter. They will carry this tele-

vision relay transmitter as a means of transmitting the video signal back to the studio. Its antenna will be mounted on some high spot, such as the top of a stadium, where there will be a line of sight path to the receiving antenna on the tower at the studio. Voice transmissions will be carried back to studio over telephone circuits, as is done on regular AM broadcasts. Should they drop this antenna the loss would amount to about \$10,000.

Studio Equipment

The studio has a most extensive array of various types of TV equipment; Studio cameras, two 16 millimeter projectors, built especially for television; film cameras, synchronizing generators, pulse formers, grating generators, sweep generators, a monoscope for test pattern, oscilloscope, control and switch gear for all cameras and associated regulated power supplies for all equipment.

All video signals will be sent from the studio by the use of another micro-wave transmitter to a receiver located on top of the main transmitter building, located north of Bettendorf. Chain programs next year, will come over the micro-wave station at Princeton, Ia., to the telephone building in Davenport, and sent by wire or micro-wave to the studio. The audio signals will be sent out by regular telephone cable.

The transmitter building north of Bettendorf is a power plant for radio frequencies. There are four transmitters running. The AM transmitter putting out a signal of 5,000 watts, the FM transmitter with an effective radiated power of 47,000 watts, the FM transmitter for audio signals on television having an effective power of 13,700 watts, and the video transmitter of WOC-TV with a radiated power of 22,900 watts. The three towers are used for AM. The FM antenna is mounted as a top part of the center

tower, and the television antenna is mounted on top of the north tower. The TV signals, both audio and video, are sent from the transmitters by "co-ax" lines to the super-turnstile which serves as antenna for both audio and video transmitters.

The turnstile antenna is a complex piece of equipment. On it are mounted

radio frequency transformers and many small co-ax lines arranged to feed each small section of antenna with the correct amount of power, and in proper phase, so as to give a circular pattern. It is also wired for heating to prevent ice from collecting on its "wings." This antenna cost \$24,500.

THE DEMOCRAT AND LEADER
DAVENPORT, IOWA — OCTOBER 18, 1949

Still A Pioneer, WOC Brings TV to Iowa

Date Set To Start Programs

Another 'First' Oct. 31 for
Davenport Station

It was 27 years ago when Davenport's Station WOC led the state of Iowa into the new field of radio.

Today, history is about to repeat itself as the station stands poised for another pioneering achievement—Iowa's first in television!

Several other Iowa stations are preparing for television. Some of them await only a signal from federal authorities. But it appears now that WOC-TV will begin operations almost a year before its nearest rivals.

The date for television in the quad-cities is Oct. 31, and with it will come a whole new era in home entertainment.

WOC-TV's call letters will mark the realization here of an amazing communications medium that has apparently limitless possibilities in pleasure and education.

Credit

Credit for guiding WOC into its position of leadership in the visual communications field must go chiefly to Dr. B. J. Palmer, president of the Tri-City Broadcasting Co. here and the Central Broadcasting Co., which operates station WHO in Des Moines.

Members of the WOC management staff are quick to mention Dr. Palmer's foresight in recognizing the legal steps necessary to TV operation, his willingness to spend great sums in giving

WOC-TV the best available equipment, and his energy in creating a television station with minimum expenditure of time.

Details of the television installation and program preparation were handled by a management group headed by Ernie Sanders, station manager, and including Charles Freburg, program director; Paul Arvidson, technical director; Don Bohl, television director; and Bob Redeen, news director.

More Time

In bringing television to the quad-cities, WOC-TV will exceed the Federal Commerce commission's minimum requirements for operating at least 12 hours a week, not less than two hours a day or less than five days a week.

Present plans call for the station to be on the air every day except Saturday from 6 to 9 p.m.

Saturday will be "black" except for special events and sports coverage, which will also extend beyond the regular 9 p.m. sign-off whenever necessary. Total weekly operation, therefore, will be between 15 and 18 hours.

This schedule will be gradually increased as more programs become available and more commercial demands are made for time, according to Mr. Freburg.

The station has had a television department at work since Jan. 1, developing program ideas, technical operation and commercial material for TV sponsors.

Equipment

In the words of technical director Arvidson, WOC-TV will be "one of the best equipped stations in the country."

Total value of equipment alone is estimated at approximately \$300,000, including installations in the Brady street studio, the transmitter building north of Bettendorf, and the field truck for remote pick-ups.

The remote truck is designed for telecasting sports, parades, outdoor and indoor shows and other events where permanent television facilities are not practical.

The mobile equipment may be said to do the same job for television that two microphones and a portable amplifier would do for a remote AM broadcast, except that 1,200 pounds of equipment are necessary where a mere 40 pounds will take care of an AM broadcast. The relation in equipment costs is \$50,000 for television and \$500 for AM.

The truck will carry a television relay transmitter, valued at \$10,000, as a means of sending the video signal back to the studio. Its antenna will be mounted on some high spot, such as the top of a stadium, for a line-of-sight path to the receiving antenna on the studio tower.

Voice transmissions will be carried back to the studio over telephone circuits, as in regular AM broadcasts.

Relay

All video signals will be sent from the studio by microwave transmitter to a receiver on top of the transmitter building. Chain programs, which will be directly available next year, will come over the micro-wave station at Princeton to the telephone building in Davenport and thence by wire or micro-wave to the WOC-TV studio. Audio signals will be sent out by regular telephone cable.

TV signals are sent from the main transmitter by coaxial lines to a "super-turnstile," which serves as antenna for both audio and video transmitters.

The turnstile antenna is a complex piece of equipment installed at a cost of \$24,500. On it are mounted radio frequency transformers and many small co-axial lines arranged to feed each small section of antenna with the correct amount of power, and in the proper phase to give a circular pattern.

It is also wired for heat to prevent ice from collecting on its "wings."

THE DAILY TIMES, TUESDAY, OCTOBER 18, 1949

Maze of Equipment Makes TV Studio 'Three-Ring Circus'

Radio Set-Up Seems Simple In Comparison

Room Cluttered With Actors,
Technicians, Props

In many respects the TV studio resembles a three-ring circus, according to Don Bohl, television director of WOC-TV.

A television production studio differs vastly from the relatively simple radio studio, Bohl says.

The necessities of a radio studio are a microphone, amplifiers, soundproofing and someone to talk. The bare essentials of a television studio are the same, plus a few more hundred cubic feet of space, cameras, camera dollies, microphones and booms on which to mount them, scenery, properties of all descriptions, thousands of candlepower of lights, movable light fixtures, hundreds of feet of wiring and at least four technicians.

In an average, medium-sized television studio such as WOC-TV, the floors are covered with tile, for radio studio carpets would prevent free rolling of camera dollies. Around the walls is a railing on which the scenery is attached.

The floor molding contains many and varied electrical outlets, servicing everything from ordinary light cords and microphone connections to mammoth coaxial cables which connect the cameras to the control room. Furniture, props and weird devices peculiar only to television clutter the room.

Overhead are hundreds of lights varying from 200-watt flood lamps, mounted 12 in a bank, to giant 2,000-watt spotlights of the Hollywood variety and huge fluorescent banks.

These lamps create a terrific heat (except in the case of fluorescents) which is dispelled by air conditioning that is operated even in winter. All these lights are adjusted and controlled from a central panel which tilts and rotates each light bank to the proper angle for each scene.

The scenery is much the same as you would find on any stage, Bohl explains. It consists mainly of wooden frames covered with canvas and painted with various wall patterns. They are hinged together and present a first-class substitute for real walls.

Also in the studio you'll find at least two huge television cameras, weighing in excess of 100 pounds each.

They are connected to the control room by coaxial cable and are operated by cameramen in the studio. On the front of each camera is a rotating disc which holds four lenses of varying focal length. These make different ranges possible without moving the camera.

The camera is moving continually, however, being mounted on a three-wheeled dolly in order to get different angles. The cameramen sight through view-finders which show the actual picture they are taking. While one camera is on the air, the other is setting up to be ready for its next shot.

THE DAILY TIMES, TUESDAY, OCTOBER 18, 1949

WOC Leads Again

This edition of The Daily Times celebrates the leadership once again of station WOC which will enter the television field formally on Oct. 31, almost a year ahead of its nearest rivals in Iowa.

Once again the pioneering spirit of Dr. B. J. Palmer gives to this community a distinction it first came to enjoy way back in the 1920's when it became internationally known as the first radio station west of the Mississippi. The WOC license was granted by the government just three months after the original license was given to KDKA at Pittsburgh. It joined the National Broadcasting Co. when it was formed in 1926.

In the early days many were content with crystal sets locally but owners of radio sets in all parts of the country tuned in WOC which shared top billing with KDKA. It was in that period that Pat Flanagan, now an outstanding sports announcer, Wendell Hall, Little Jack Little and Ronald Regan, now a prominent motion picture star, were given their start to fame, if not fortune, by WOC.

It was the vision, the faith in the future and in something new, which enabled "BJ" to triumph over many of the difficulties which beset radio in those days.

Almost 30 years later, Dr. Palmer has displayed all the energy, enthusiasm, vision and determination of youth to repeat anew his earlier triumph.

Acquiring the former Ed Ryan residence at 805 Brady street, which building is one of Davenport's landmarks, the Davenport pioneer set about to remodel it into a home for WOC-TV. The project, with its many installations, entailed an investment of \$300,000 in new equipment. Three floors of the structure will be used for studios, control rooms, news, property, dark and television projection rooms, as well as offices and a large studio for audience participation and rehearsals.

Opening up a whole new field in home entertainment WOC-TV will rely upon four sources of television material. They are local programs; network programs by kinescope recordings, to be flown in by air express until it is connected with eastern commercial networks directly; motion picture films and local remote control programs originating outside the studio. For the latter, mobile equipment is provided.

Dr. Palmer, the guiding spirit in this great enterprise, which reclaims for Davenport and the quad-cities the pre-eminence WOC enjoyed in the field of standard radio, is president of the Tri-City Broadcasting Co. operating WOC and WOC-TV, as well as of the Central Broadcasting Co. operating WHO at Des Moines.

As a pioneer in radio development and in being the first in Iowa and in the quad-cities to make television available to the area, he has brought to the community a distinction which properly makes him a notable figure for his "time and generation" locally, and nationally.

He has advertised Davenport more widely than any of its present-day citizens and The Times salutes him on the eve of his latest triumph.

THE DAILY TIMES, TUESDAY, OCTOBER 18, 1949

(Editorial)

Ames Has It But Davenport Leads

Station WOI at Ames, operated by Iowa State College, as the nation's 100th television station, when it begins operation next Tuesday, has been receiving widespread attention by virtue of its unique place in the radio field.

It becomes not only the first TV station to be college owned in the country, but for 27 years has operated without any commercial fees.

It will be the only television outlet in interior Iowa for some time, which gives support to its claim of reaching some 600,000 persons within the sweep of its pictures.

It has its good fortune to be one of three radio stations in the state to be given a television license before the FCC, hoping to unravel the snarl in which it found itself, froze them. The other video stations are WOW at Council Bluffs and WOC at Davenport.

For a first time WOI's director has signed commercial contracts to receive material from four national television networks.

Since it will be some time, however, before it will be able to receive pictures by microwave, its offering will be limited to stills and motion pictures, flown or brought in by other than the facilities which will be shortly supplying WOC with direct transmission.

The management of WOI-TV announces that when other commercial stations in that area receive licenses and are able to offer television it will revert to its former non-commercial status. It will have been penalized for failure to build up the funds required to enter the field of video in the manner in which station WOC made possible by its impressive investment in the studios and many other facilities required for direct transmission or rebroadcast of the material offered on the networks which are slowly crossing the country.

Through the vision of Dr. B. J. Palmer, station WOC became a pioneer in the field of radio and that leadership, maintained over the years, opened the way for it to be the first in Iowa in television.

With the investment now being made by WOC and WHBF in new equipment, the quad-cities become the television center of this section of the country.

The head start gained extends assurance that this leadership will continue, since it will be years before other parts of Iowa will be able to catch up with it in video entertainment.

(THE DAILY TIMES, SATURDAY, FEBRUARY 18, 1950)

The Story Of AFTER TOMORROW — WHAT?

(Note: This lecture was first delivered at Brooklyn, Iowa, immediately preceding trial of one George Corwin, D.C. It aims to discuss scientific as well as legal phases of Chiropractic. Altho lengthy, we tried to make each subject interesting, that reader will not become weary while perusing its pages. This talk was delivered many times, many places, for public understanding, previous and subsequent to 1910. It was printed in 1910 — 40 years ago. Since then, much has been developed, much legislation has been passed. We have revised those two subjects in reprinting now, in 1950. Fundamental principles then are as sound today.)

It is customary for lecturers to start their lecture with a compliment to ladies. We shall not do this. It is unnecessary to throw bouquets into a garden of roses.

John Ruskin says:

"Man's proper business falls mainly into three divisions: First, know themselves and the existing state of things they have to do with; second, mend themselves and the existing state of things so far as either is marred and mendable; third, be happy in themselves and the existing state of things."

We should know ourselves, mend our bodies, and be happy; further, we should know "the existing state of things" we have to do with. If they need fixing, "mend" them, after which we can be happy in environment. Thus, man's duty is to get in line with law and content.

Best study of man is man. Who has studied man? Three people: first, minister knows his soul and spirit — immaterial; second, physician knows his physics; third, chemist knows his chemics. In ye olden times, the barber was the minister, surgeon, and physician. Barber pole is his relic. When, where, and by whom division came between him who cared for both, and now when two men care for one each, we know not.



Who ever heard of a minister being asked to state physical composition of liver? He has nothing to do with physical. He thinks he can tell about the soul, where it comes from or goes to.

Where is that medical examining board that examines a bud-

ding doctor to state chemical elements of a human spirit? *They* have nothing to do with spiritual. They could, tho, tell ultra-scientifically all about ridiculous striations of sartorius scissor-leg.

We hear much about PHILOSOPHY of religion. It possesses no science or art. Young student goes to medical college to study "the SCIENCE of medicine" and, making language elastic, we sometimes call it an art, but there is no PHILOSOPHY to medicine.

There are two kinds of lecturers who appear before an audience — popular and unpopular. Former tells what you know. You return home, pat yourself on shoulder, and say: "The lecturer agreed WITH ME." Hence, you flatter yourself. Latter tells you things you know but didn't know you knew until he told you.

Education is a rearrangement of known ideas. Occasionally rarely, something new comes. All we shall try to do, in this story, is to be sufficiently unpopular to rearrange things you already know; and, by so doing, jar conceptions and thus shove you into tomorrow — which is progress.

Hardest duty any public speaker has is to overcome prejudices brot into the hall. Audience has certain preconceived ideas — some of them their grandfathers'. They come to see whether *we* agree with them. It isn't what *we* think that counts, or what *they* think; it's what they think we think, or what we think they think — that's construction.

Majority of people regard education IN THEORY as something that's always moving forward, upward, broadened every hour; there is much yet to be learned. IN PRACTICE, tho, opposite is true. Education, irrespective of subject, is a sealed and closed book. Anything worth knowing is known; worth writing has been written; worth thinking has been thot.

This is true with medicine, religion, or politics. Let any person come forth with a new theory of either, and what's the PRATICE of people — the medical profession, law, church? Each in its turn denounces, condemns, scathingly refuses a decent and civil hearing. In THEORY, they admit room for improvement. In PRACTICE, they scorn, despise, and hate. This has been true with Columbus, Marconi, Edison, Harvey, Wright Brothers, Palmer, etc.



We assume you are a student; willing to have that which is wrong changed; willing to listen, taking for granted if what you know *is right*, no amount of argument or debate can change it; and, *if wrong*, it should be changed.

We're going to take away just what we brot. Emerson said that we bring from Europe what we carried there, with a broader understanding.

To understand ourselves, we must know our bodies and minds. To do this, we turn to THE SCIENCE of medicine. It was and is the primary study of "the existing state" of our bodies; happiness can come only as a result of its being mended better than it is now.



In THEORY, we conceded there was improvement. We saw sick surrounding us everywhere, unable to get well. We saw people healthy, get sick, and die like full-blown roses before an abnormal blasting heat.

In PRACTICE, we didn't see how it was possible that hundreds of thousands of physicians could have overlooked anything. They had millions of dollars at their command; best brains money could buy; support of 5,000 years of accumulated knowledge. They had every scientific device invented. They had been at work dissecting millions of bodies. To imagine THEY had overlooked anything important, be it immaterially large or materially small, was preposterous; hence, their library MUST have it all.

We turned to *their* libraries; went from one to another; studied *their* theories and methods of practice; waded thru authorities on *all* subjects, year after year; scanned pages carefully; constructed and reconstructed their hypotheses, theories, and methods, only to find in every library, in every book, on every page of every book in every library, a much-used but over-worked word — "phenomenon."

We give a correct definition in words of the darkey minister: "A cow, thistle, or bird am not a 'phenomenon'; but if cow sit on thistle and sing like a canary bird — dat am a 'phenomenon'."

It would make anyone quite blue, discouraged, and despondent to expect to find a certain thing true; then, after very extensive search covering years, to find it wasn't so. This was our state of mind when arriving in a small town in Oregon where we were billed for that night. We went to highways to breathe fresh air, to think it over, forget it, follow Rule No. 9 — "Don't take yourself too damn seriously."

Walking down road, we saw *one* horseshoe. This meant good luck. We had been having it "handed us", consequently course of

events would now change. Soon we found *another* horseshoe. "Double luck", said we. Walking on, we soon found *two more* — making four. Things surely were coming our way. We looked farther ahead and saw *a pile* of horseshoes. We had just arrived at the pile, kicked into it to see whether they were real, when a man with an empty wagon appeared. "Those are my horseshoes," he crossly stated. "We knew it and were bringing them to you." One horseshoe meant luck, but a whole pile meant JUNK.

Doctor just out of college walks down road of life. He has unlimited medicines — they are "luck" for all diseases. Later, he discovers less dope the better. This decreases self-confidence. Soon he realizes that his medicines were hundreds of thousands — what ideas he now holds are exploded theories — the last one he thot he possessed was shattered theory No. 77,486,293 A.D.

You are sick. You call in ONE doctor. He prescribes one drug today, another tomorrow, and so changes continue week after week. By this time, FAITH has been shaken. Not knowing anything better to do, you call in ANOTHER physician. He begins same theoretical practice and continues for another indefinite period. By this time HOPE is badly fractured. Thinking there must be somewhere a medicine that can cure, you call still ANOTHER doctor who completes the job with drugs and surgery. By this time it's a case demanding CHARITY from friends. Between MANY doctors, they make JUNK of you, and soon you are in hands of undertaker because thereof. It's the case of *too many* horseshoes; one is luck, but many are JUNK.

We had the pleasure of meeting the late Elbert Hubbard, the Sage of East Aurora, many times. Since then, we have grubbed stumps, built culverts, and swapped solutions of the universe.

First time, he was in Chicago playing vaudeville at Majestic Theatre. Mr. Hubbard was a great man, hence we had a timidity, notwithstanding we had been told how to meet great men. "Start talking about something that nobody knows much about, and he will think you wise," was the advice. "Knowing he doesn't know, he can't forestall you on conclusions."



We started to say something like this: "Mr. Hubbard, it is indeed a great pleasure to meet you." And then we were going to continue: "Speaking of electricity, Mr. Hubbard, it is one of the great unknowns, the undecipherables. Nobody knows where it comes from or goes to — all we know is its manifestation."

We were just starting to say this when — would you believe it — HE said it first.

What is electricity? This is a common question, upon a common subject, about which THE MASSES are thinking. It contains greater COMMERCIAL possibilities for the future than anything we know of. It is a common subject for study, discussion, a debating topic without a common answer. We ask this question of electricians — the marvels, wizards, and they are on a common plane with people in not answering.

WHAT is electricity? When we asked this question of Edison, he said, "I have had 999 other fools ask that same question."



Neither Edison, you, nor I can answer; yet, admitting it is unknowable, undecipherable, and remains unsolved, simple as it is, none have DENIED its existence. It exists, is utilized, and stands undefined. Every growing city has one or more electrical plants, every progressive citizen finds it to his advantage to utilize it. We buy, use, and pay for something WE DON'T KNOW

WHAT, yet because we *don't know* is no reason why we deny. There is much we mentally KNOW that has not been scientifically proven. Who can prove "thot" or that we think? Nothing that exists in abstract, such as heat, height, length, etc., can be proven, notwithstanding we have methods of measuring or comparing degrees thereof.

WHAT is electricity? The question was put to Dr. Charles Proteus Steinmetz, famous expert of General Electric Company, in hope he (than whom no one knows more about it) might tell what it is, or at least give a definite idea of what it may be. Dr. Steinmetz replied: "Electricity is a loose term, used miscellaneously in referring to all matters electrical. To give it definite meaning, one must know whether reference is made to electrical energy, electrical pressure, electrical intensity, or electrical quantity. Electrical quantity (presented in the electrical current) is generally assumed by scientists to be a substance with atomical structure, unit of which is electron. Electrical pressure is meant in referring to voltage. Electrical intensity is voltage per unit lengths. Magnetism is a similar term, which does not mean anything to the scientist. Two pieces of steel may have exactly same structure, as far as science can determine, and yet one may contain magnetic quantity and other be without it. Or the two may contain same amount of magnetic quantity and have different magnetic intensity. Quantity times intensity equals energy. There may be same quantity of water in

two pipes and different pressure. Or there may be same pressure and different quantity. If water, the liquid, water pressure, and water power were loosely called water, we should have same confusion that words 'electricity' and 'magnetism' suggest to scientist."

"Is there such a substance as electricity?" he was asked.

"I cannot state positively that electrical quantity is A SUBSTANCE," Dr. Steinmetz replied, "or there is such an atom as the electron. I say simply that this is the most commonly accepted theory."

After you made clearest and most concise explanation of "phenomenon" of flow of electricity thru a wire, as you understand it; shown the visitor many devices for measuring it, machines for making it, and others for "burning it up," it is disconcerting to be met with the comforting remark, "After all, you don't really know what electricity is, do you?"

A way to retaliate (medically speaking) is to inquire if knowledge of true cause of gravitation would make a load of bricks lighter when they fell on him.

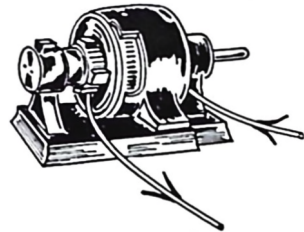
Average electrician worries no more and knows no more about nature of force with which he works than he does about doctrines of Confucius. He knows both will keep. Physician does not know force behind man; he knows it isn't within realm of "science", therefore will keep; he doesn't bother to study it.

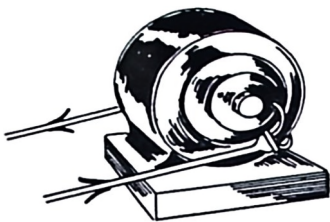
Philosophy, science, and art of electricity are not "phenomena", "luck", or "junk." While we do not know where it comes from, we do know it is, admit it, and scientifically use "IT" thru articles artificially made and used by manners of art.

Electricians do opposite of high school boy on commencement evening. His subject was "Light". He began, "In the beginning, God said 'Let there be light', and there was light. Now let us consider some of the MODERN improvements."

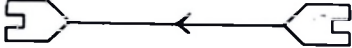
Unknowable, unanswerable, and undecipherable as we admit last analysis of electricity is, we buy or sell it. It runs cars, motors, busses, machines, lights our homes, heats our irons, freezes our ice. Even child concedes this. Any adult who would rise to a point of order in denying this would not be fit subject for an asylum. You don't KNOW, yet you don't doubt.

At right, we draw a dynamo. Another illustration will be labeled motor.



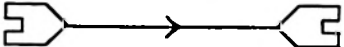


Function of dynamo is to absorb, concentrate, condense something we know not what, and then when gone thru this process to a sufficient degree where man and machinery can manifest it, we call it "electricity" and proceed to buy and sell it. Function of motor is to receive as dynamo gives; have certain action to perform; do it; and pass current on to next material agent ready to receive.

When current is turned on in dynamo, motor manifests motion. When button is turned "off" between dynamo and motor, motor ceases moving — comes to standstill. When you start dynamo running, motor runs, too. WHY? When there is action in dynamo, there is also motion in motor. One works with other. Two work together. WHY? Because there is "something" that makes "something" act, and if we find that when we start the dynamo the motor moves, there *must be* a connection between one and other. We call connecting medium, in electrical terms, "wire." By logical conclusion, if current starts on left and ends on right, there must be "something" from one to two, and for purpose of continuing we draw a line,  on left and letting starting at dynamo it end at motor on right, in center of which we make an arrow to show direction.

We know that contact is from D to M (dynamo to motor) realizing if current goes from here to there, that current must be POSITIVE, for no one thing can move another unless it possesses a degree of POSITIVENESS. You have never moved another person unless you were positive, even tho it be in a spirit of sincerity, conscientiousness, or loyalty. POSITIVENESS must be shown in some characteristic for one individual to move another to action. Knowing current leaving dynamo DOES move motor, then *that* current IS positive, hence "positive" WIRE, altho it is current which is "positive" — not wire.

Whenever there is good, there MUST be bad, or there could not have been good. Wherever there is richness, there must be poor-ness, or there could not have been richness. Wherever there is height, there is depth, or there could not be height. Wherever there is a fat person, there must be a lean, or there could not have been its opposite. Wherever there is a POSITIVE person or condition, there must have been an opposite — a NEGATIVE. Likewise, in things electrical, if we have "positive wire" there is a "negative wire" to have "negative current" coming from weaker

to stronger, and we index this by arrow in the opposite direction, showing its currents are flowing  from negative to positive. Positive never sends out negative currents, and negative never sends out positive currents. Positive is always positive; negative always negative.

You now have a complete MATERIAL circuit — material because you are dealing with things weighable, you can cut and slice or put together in material form; things on which a monkey-wrench, hammer, or screwdriver can be used. Material structures of this circuit are: 1. dynamo; 2. wire; 3. motor; 4. wire. These are made of iron, rubber, copper, etc., all MATERIAL ingredients. These make a complete MATERIAL union because MATERIAL dynamo is connected to MATERIAL wire and MATERIAL motor is connected to MATERIAL dynamo by MATERIAL wire, so your credit is: 1. material dynamo; 2. material (“positive”) wire; 3. material motor; 4. material (“negative”) wire.

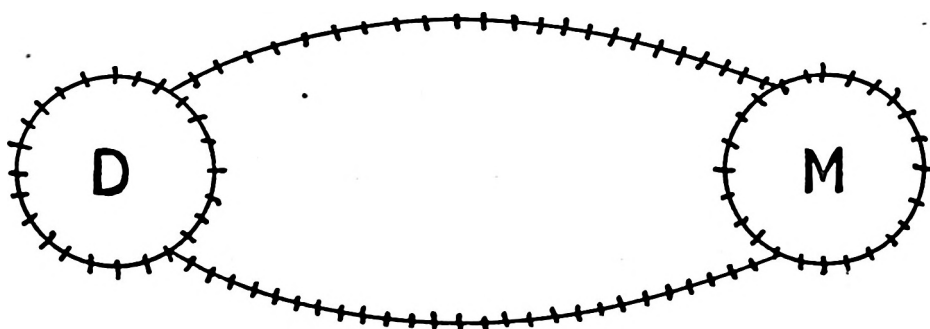
This, in itself, constitutes nothing active — no motion, transmission, function. We have yet to add, to complete, a circuit of SOMETHING not material, and we call this condition, not material, working thru these material objects, “electricity”. This state stands undefined, yet not knowing what it is, it does exist. 1. We absorb electricity thru dynamo; 2. going thru “positive” wire; 3. electricity in motor; 4. electricity going thru “negative” wire. To have immaterial electrical current we must have electricity at ALL TIMES in those four material things. In other words, a complete material AND IMMATERIAL CIRCUIT IS INDUCED by following: Electricity expressed equals dynamic action; 1. electricity *plus* dynamo; 2. electricity *plus* (“positive”) wire; 3. electricity *plus* motor; 4. electricity *plus* (“negative”) wire. If you wish it another way: 1. dynamo *plus* electrical action *equals* more electricity; 2. “positive” wire *plus* electricity *equals* current transmission; or, 3. motor *plus* electricity *equals* motor action; or, 4. (“negative”) wire *plus* (“negative”) current *equals* current going thru (“negative”) wire.

At all times we link material *with* immaterial constituent current. We have: 1. dynamic action and dynamic currents; 2. motor action and motor currents; 3. “positive” wire and positive currents; 4. “negative” wire and negative currents.

We have so far been speaking of material *and* immaterial things and conditions without study OF QUANTITY. We can refer to water in gallons, quarts, etc., as passing thru a hose or contained

in bottle, etc. Usually hose or bottle indicates size; hence, *quantity* is a requisite feature.

Let us consider a uniform unit standard by which to judge "conditions." One hundred cents make one dollar; one hundred of many things form standard for material world in figures of weights, measurements, etc. 1. 100 per cent of dynamo (material) plus 100 per cent of electricity (immaterial) equals 100 per cent of matter plus 100 per cent of force, equals 100 per cent of product — electricity — absorbed. Expressing same in another way: 1. 100 per cent of dynamo plus 100 per cent of electricity, equals 100 per cent of action which produces a continuation of 100 per cent of electricity. 2. 100 per cent of (positive) wire plus 100 per cent of electricity plus 100 per cent of wire — connection to dynamo, equals positive transmission of 100 per cent of positive current thru positive wire. 3. 100 per cent of connection between (positive) wire and motor plus 100 per cent of motor plus 100 per cent of electricity, equals 100 per cent of motor action, providing motor received 100 per cent of positive current from (positive) wire. 4. Taking it for granted we have 100 per cent of motor action, we have, as a consequence, 100 per cent of negative current in motor ready to be transferred to "negative wire." So equation stands 100 per cent of connection between (negative) wire plus 100 per cent of negative wire, plus 100 per cent of negative current, gives transmission of 100 per cent negative current from motor to dynamo. Your standard at every phase is, in last analysis, 100 per cent of MATERIAL — plus 100 per cent of IMMATERIAL — equals 100 per cent of motion in a movable object.



A lemon is one thing, water another, sugar is third. Each can remain unto itself chemically, yet did three combine we no longer have acid, alkali, or H_2O in original states — we have "lemonade."

"Electricity" is one thing, motor is another, but when two are combined we have "E-M-F" or "Electro-Motive-Force."

Electricity exists in three known quantities: normal amount, excess, or not enough. There is a certain amount going to each of these globes, and also a different quantity going to each arc-light in front of a theatre. Suppose we took amount proper for one of these globes, transferred it to arc-lamp; how much light would we get? Practically none. Transfer that which was proper for arc-lamp to globe; what would occur? It would "burn out" immediately. But when globe gets PROPER amount, we have 16 candles of light; and when arc-lamp gets proper amount, we have greater light — each proper unto itself.

Suppose 100 volts were proper for globe, but it received 75 per cent of that; could we not call it "faintitis?" Or, if amount were less — say 65 per cent — then call it "faintliteitis?" And why not? Suppose it were 25 per cent more than was needed, produced too much heat, and it was burning out carbon; why not diagnose it as "heatitis carbonus?" If amount were 50 per cent in excess, then a stronger name is needed, such as "heatitis carbonus globus." Notice NAME has not changed either *condition* — plus or minus — it's a question of *degree* between them.

"Quantity" is a combined element of all elements combined. Each electrical unit was made to live a certain life. These globes are guaranteed for 1,000 kw hours, meaning passage of a certain amount of electricity thru them per a certain number of hours. If they fail to hold up, you may exchange. If they burn longer, you gain. Life, tho, in man is not quite as certain a commercial asset. Innate does not trifle with human beings (even tho surgeon does); neither can they be exchanged or renewed, which reminds us of John Dolan. John died March 1, 1914. Three days later, he arrived in Heaven. St. Peter refused admission until his name was found in the Good Book under Dec. 26, 1940. He had arrived 26 years too early. St. Peter said, "Mr. Dolan, this looking forward on the register is getting to be a regular habit. Who was YOUR surgeon down below?"



It is essential we designate *quantity*, but there can be no quantity without consideration OF TIME. We presume question of quantity of material or immaterial, as 100 per cent of elec-

tricity plus 100 per cent of material per ONE MINUTE OF TIME, would occasion a specific normal unit result.

So you can better understand, we take as an illustration ordinary electrical percolator. If it gets 100 per cent of electricity going thru 100 per cent copper plate, you have boiling coffee in percolator PER GIVEN TIME. If you have 100 per cent motor, you have 100 revolutions per minute per reception of 100 per cent current which equals 100 per cent of motion per unit OF TIME. One hundred per cent of current in that one hundred candle power globe equals 100 per cent manifestation of light. 100 per cent of current plus 100 per cent iron equals a 100 per cent HOT iron. If a 100 per cent sewing machine is run by 100 per cent of electricity, then you have 100 per cent productive action per one minute OF TIME.

It is immaterial what materiality is, being run by electricity. It makes no difference whether it is soldering iron, printing press, threshing machine, or coffee pot. BASIS IS ALWAYS SAME. One hundred per cent of materiality plus 100 per cent of current equals 100 per cent of product. TWO MUST BE EQUAL. Article PLUS current equals action. Article MINUS current equals no action. More current, more action; less current, less action. More material per an equal amount of current, more action; less material per equal amount of current, less action. Basis remains same. More current than matter, per same given time (as 150 per cent of current is to 100 per cent of matter) equals matter working TOO FAST. Less current than matter, per same given time (as 50 per cent of current is to 100 per cent of matter) equals matter working too slowly.

Suppose, somewhere upon path of this wire, we introduce a rheostat. We take it for granted our dynamo is making one hundred revolutions per minute and is sending out, as a product, 100 per cent of current; 100 per cent of current per one minute of time is product of dynamic action. That current is transferred to "positive" wire until it gets to rheostat, and there rheostat reduces quantity of current so that on left of rheostat it is still 100 per cent, and on right only 50 per cent per minute of time. HERE IS WHERE YOU LINK MATERIAL, IMMATERIAL, QUANTITY AND TIME. Consequently, motor *can* receive and act *only* what is brot to it, which is 50 per cent of current, consequently "negative" wire carries that quantity back to dynamo where it is "positivized" into 100 per cent of current. So cyclic current permanently continues irregular at all times because of rheostat reducing quantity

of positive current; no change could be expected or looked for until such time as rheostat has been removed.

Reducing "positive currents" going to articles mentioned, means instead of having BOILED (212 degrees F) water in percolator, you have WARM (106 degrees F) coffee. Instead of having one hundred revolutions per minute, of electric fan, it has been reduced to fifty; one hundred candle power in globe will be fifty candle power light, because it is receiving only half amount of current per time. Instead of sewing machine running one hundred revolutions turning out 100 per cent of product, you get only 50 per cent. This is a consequence of reducing SOMETHING, not quantity of material, but the IMMATERIALITY.

We have shown what a reduction in current would mean. Rheostats always REDUCE current; "boosters" or transformers INCREASE quantity per space of time. Replace rheostat with booster and all conditions and effects have reversed. Coffee will boil; electric fan motor will "burn out"; same is true of motor; filament in 100 c.p. globe is heated to such a state it "runs", etc.

It is a well-known fact that where little current is used, as for a home telephone, small copper fibre will carry it. Where LARGE quantities are necessary, CABLE must be in proportion. This gives idea that size of diameter and circumference of wire have significant *quantity* value to *transmission* of currents. Suppose it took a cable one-half inch in diameter to transmit 1,000 volts per minute; would a cable one-sixteenth inch in diameter do the same—pressure being same? Logic would tell us NO. Suppose, by accident, one-half inch cable were compressed at one place and diameter reduced to one-sixteenth inch, what would carrying capacity be then? Balance of CABLE, from point of pressure ONWARD, would be no greater in carrying capacity than its smaller diameter; same as no chain is stronger than its weakest link, or that hose can carry no more water than can get thru smallest inside diameter.

One is NORMAL size of cable, other represents reduced size, thru accident. Carrying capacity BEHIND constriction would be no greater than what could get thru the "squeeze" because of BACKWARD pressure; carrying capacity IN FRONT of pressure would be no greater than what could get thru the "squeeze" because of its inability to get to it. That portion one-half inch in diameter behind would carry no more than the one-sixteenth inch constriction permitted to pass forward, and same would be true of one-half inch in diameter ahead of "squeeze" which would carry no more than could get to it to carry, which would be equal only to what would get thru one-sixteenth inch constricted portion.

If name were changed and this were a hose, condition would be same; altho we prefer using copper cable as what it transmits is nearest to being an immateriality similar to that of "human-electricity."

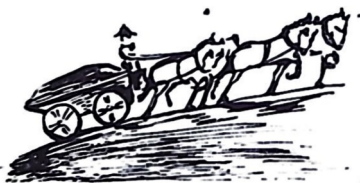
By this time you are impressed with elementary facts that immaterial forces move material. This was so thoroly impressed upon minds of two of our foreign listeners at a recent lecture that when they read, in a U.S. express office, "Money sent by telegraph," they sent home for \$100, went to suburbs of city and gazed at wires, expecting to see one hundred silver dollars roll in over wires — 100 per cent of current pushing 100 dollars.



Pat, being called upon unexpectedly to fill an auspicious engagement, did not have on his Sunday boots. He learned he could "get them quickly by telegraph." He tried to do so.

This balance of spiritual and physical brings to mind another occurrence. A cellar was being dug. Dirt was carried by scrapers

to elevated platform, dumped into wagons which, when filled, had a short but steep hill to climb to get to street level. A wagon was filled. Team was attached, and driver was beating horses unmercifully, to get them to pull the load. It proved impossible for TWO horses to do. Second team was hitched, and they pulled it easily.



Suppose wagon was 100 per cent of matter, and four horses were equal to 100 per cent of force; each would be 25 per cent. Impossibility of two horses to deliver the goods was brot about by 50 per cent of power trying to move 100 per cent of matter.

While riding on train, our profession was being discussed, and we were asked for proof. Offering no argument, we drew from our pocket a rubber comb, passed it thru our hair, and, as will happen, hair came up to comb. We suggested this was proof of HUMAN electricity. Our listener finally said, "I have been belching gas from my stomach for 20 years, but that does not prove I am a gas factory."

For time being, we will forget things electrical, because you are now asking what "electricity" has to do with "Chiropractic." **PRACTICALLY** nothing, yet comparatively everything.

Hypothetically, presume man was composed of longitudinal sections of varying thicknesses. Best way to get this idea to comprehension of a business man is to picture a twenty-five-story building, each separate and complete yet parts of the whole. Separate stories are connected and all controlled and directed by one owner who lives in the pent house.

If your office is in that building, you have a particular place for it. It is on one floor, in one section, and within four walls. Your desk is in certain part of that room. Office is yours; where you conduct **YOUR** business. What is going on in next room is **NONE OF YOUR BUSINESS**. That is where **ANOTHER** man lives and works.



As we proceed with business, what another man is doing is immaterial. Thus we get individuality idea of each floor, room, or square foot of space. Each desk is a unit desk, possessor of which need not know his neighbor, nor is it necessary he should, to conduct **HIS** business. Yet it is true that each man, as a unit, assists in making the unit building. Without individual units, we could not have a totality unit.

Ladies do not understand office buildings. Suppose, then, we build a twenty-five-layer cake. In making dough for twenty-five layers, you can make it all in one batch; or, if each layer is to be of different color or material, then each batch of dough is made separately. Be that as it may, each layer is put into separate pan and baked as separate layer. When all are baked, they are assembled. Each layer is a segmental unit of the whole, or a **COMPLETE UNIT AS FAR AS IT GOES**.

Man is comparable to an office building or cake made in sections, each organ on its respective floor. Each viscus has proper room; each structure has individual function to perform. What its neighbor has to do is none of its business, nor does it make it so. Each organ personifies work that comes to it. For example, heart lives on ninth floor (counting from above downward). It has no concern in what is taking place on twenty-second floor; nor can we imagine how viscus on nineteenth floor is going to watch (reflexly) proceedings of neighbor on eighteenth floor. As a **RESULT**

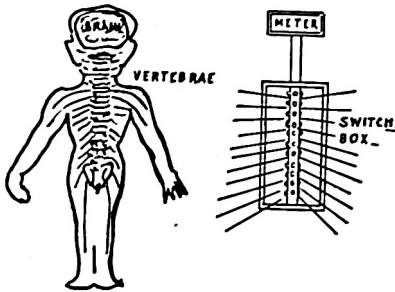
OF AN ACCIDENT, eighteenth floor organ may find itself lying along side of twentieth floor, but such is abnormal. During absence from office, floor may have weakened and caved in, and desk fell with it. Same force that displaced will replace, if conditions are reversed.

MAN is made of twenty-five sections, each complete in itself; each independent; and in each section are various-shaped rooms; at each desk is an independent worker oblivious of everything else. That is idea we present when we say man is made up of sections and we study him as built upon a sectional system.

Returning to our twenty-five story building, each floor has its wires. Each room has its many indivisible individual lights. To its last analysis, each light stands as a unit to itself, dependent, of course, upon proper material and immaterial connections. And all twenty-five floor switches are dependent on main feed box. By tracing back, we come to *main* dynamic force that moves every bit of machinery in that building, lights, keeps it cool, heats, etc.

Every light is independent light, subject to being turned on or off. All functions are controlled by electricity carried over or thru wires which are connected so all wires of each floor congregate at the one-building-switch-box, located at dynamo. Hence, twenty-five story building would have one series of connecting cables making a series running up and down THE BACK of that building. Main feed wire of this building would center at cellar, connecting each floor "feed" wires on each floor. Should MAIN wire be cut, ENTIRE building would be dark. If an individual feed wire running perpendicularly were cut, that floor alone would be dark.

Man can be likened in same way. Behind man is his mind residing in his brain which is in constant touch with every zone (twenty-five in number). Every nerve in each section has connection



with and transmits source of power. Wires of each floor are in continuous touch with main feed wire — spinal cord. "Meter-box" becomes the atlas or axis. Each floor has its feed wire (spinal nerve).

Each man is a series of rules and principles unto himself, each different from any other, no one subject to same rules and principles sufficient for any other. The current

good for one cannot be transferred to another; neither are currents able to hop-skip-jump from one man's theories to books, and be

taught from books to men, and thus become a general theory of pedagogy as dietetics and chemistry are taught in medical colleges. While each man is a set of rules to himself, hidden to any other eye or mind but his own, yet ALL men are governed by law so great that only law itself knows itself. Thus each man is to himself, for himself, by himself, needing no outside direction or extraneous stimulations or inhibitions, additions or subtractions.

Man has his parlor floor. In that is his heart and here (it is said) he makes love. He has his basement in the bowels. What would occur on one floor in man's building if that current accidentally "went off"? All light (functions) on that floor would go out. Does that make the light in other sections go out also? When we "blow out" a fuse ON ONE FLOOR, does that make any or all lights go out on another floor? That current is by itself, showing individuality of electricity control. If you knew that fuse was "blown out", what would occur to lights? They would go out. No electric fan could run; no printing press would move; no percolator could make hot coffee. Everything would be dark; every function and expression would be absent, for very essentiality that makes things possible (electric current) is now minus. What would occur to one floor, to one room, to each light, if main feeder were disconnected? DARKNESS. What would occur to a tissue cell, to an organ, entire section, if feeder nerve ceased to transmit? DARKNESS.

Assume this twenty-five story building was devoted to one enterprise which could best fulfill its mission only as each floor cooperated with every other floor; then to lose activities of one floor would interfere with rest insofar as cooperation was concerned; not that absence of one floor would stop any of rest, for reverse would be true — they would attempt to pick up and intellectually adapt themselves to doing not only their own work but that of absent floor.

Such is comparatively true of man's twenty-five stories which, as we live, are a cooperative existence. Should we lose functional work of one kidney, one lung, one arm, would not mean to interfere with living; on reverse, other kidney, lung, or arm would assume duties of absent fellow, increase its labors, and assume their burdens as well as that for which they were originally intended.

"WHAT IS ELECTRICITY?" Edison and Steinmetz told us they didn't know, yet they DIDN'T DOUBT its existence. "WHAT IS LIFE?" SCIENTISTS DENY there is such.

Biologists are silent, and they are supposed to be ones to know. Physiologists scoff, yet they are presumed to tell how it works.

Only the psychologist and minister pretend to know anything about it. One savant exploits its suppositions for present gain, while other philosophically exposes precedents for future glory.

We find two kinds of people who studied man as regards his being either a living or dead creature. Biologist and physiologist say he is so much physics and chemics; that when these two fuse, "life" is a chemical-and-physical-affinity proposition. Christian Scientist has gone to other extreme and admitted man is spirit; "there is no life, truth, or intelligence in matter" being their basis.

We concede there is NO truth in medical hypothesis; Christian Science theory is ALL truth. But is still one fault common to both. M.D. is *all matter*; C.S. is *all spirit*. One has all matter *without* truth; other has all truth *without* matter. Neither is totally right, because each considers one-half of the whole as all.

Chiropractor assumes combined midway path and says matter *without* life is dead; life *without* matter is not known by man, hence can't discuss it; matter WITH "truth" is health.

Chiropractor defines man as a spiritual-electrical-mechanical-chemical being. He is "spiritual" because that is its originating form; we can prove nothing beyond except in logic. We refer to "electrical" and that is its best general comparison. We mention "mechanical" for we are so constructed and definitely used. We speak of "chemical" because it is a by-product of mechanical actions when controlled by electrical-spirituality. We shall not again refer to "chemistry" thruout this story because if human-electricity CAN flow thru mechanical without fear or favor to any or all parts, distribution in quantity and quality will be beyond human investigation or fanciful artificial stimulative or inhibitive demand.

You ask us what man is. We tell you man is a transient, thinking, reasoning, and (usually) unreasonable manifestation of Divine Energy, sent into existence without his permission and being taken from it against his will; and thru the evening of his death there comes the thot he has been used by an unknown power for an unknown purpose; and what the purpose is we can't guess because the way was taken in one direction, and that is headed for mutuality, cooperation, reciprocity — you help me and I help you.

Reason for the AFFIRMATION of electricity, notwithstanding, is common sense which usually is very uncommon. Reason for DENIAL of life is "science." "Science of medicine" denies it. What more need be said? Is the book sealed? Dare we not think? Let us reason!

There sat in our class once a very well educated fool. He knew a great many things not true, for which he had many diplomas to prove. We were lecturing about Innate Intelligence. Upon closing, he said: "If you don't mind, doctor, I don't agree with you on points just made." Being questioned why, he said: "I believe nothing I cannot prove." In rebuttal, being asked if he was an "EDUCATED man", he said he was. He was asked to PROVE IT.

"Science" has been variously defined, but general consensus of medical opinion is that science consists of a knowledge of those things which we CAN PROVE. Steel, wood, rubber, copper, etc., are subject to tests of physics and chemistry. They can be weighed, measured, figured in lengths, and resolved thru chemical tests to tell of what each is composed, and how much.

Can we do same with "electricity"? Send a boy for a pound, quart, bushel, two feet of it. Ridiculous? Yes! What are known and probable chemical equations of "electricity"? It has none.

Physicians "BELIEVE" those things which they "CAN PROVE." They can prove only things which meet tests of physics or chemics. They can weigh, measure, rip up, cut out, and sew down flesh or viscera. They can gallon-ize fluids or dopes. They can put tissue structure thru a test of chemistry, but "LIFE" is NOT subject to any of them. Therefore, "life" is NOT a reality; it is a delusion and a snare; a false hypothesis sufficient unto the minister or faith curist, but not good enough for physician — all because a false standard of man had origin with "scientists" many years ago, and none dared think to change it since.

That it might be properly stated and our position proven, we herewith quote from two books, altho more are at our command.

The Handbook of Physiology (Halliburton, 10th edition) is a 1911 edition. It is in use in 90 per cent of medical colleges today. Quotation is from "Introduction":

"The study of physiology must go HAND IN HAND with study of its sister SCIENCE anatomy, but the SCIENCES of CHEMISTRY AND PHYSICS MUST ALSO BE CONSIDERED.

"The question arises, however, IS THERE ANYTHING ELSE? Are there any other laws than those of PHYSICS AND CHEMISTRY to be reckoned with? Is there, for instance, SUCH A THING AS 'VITAL FORCE'? It may be frankly ADMITTED that physiologists AT PRESENT are not able to explain all VITAL PHENOMENA by the laws of the PHYSICAL world; BUT as KNOWLEDGE INCREASES it is more and more abundantly shown that the SUPPOSITION of any special or VITAL FORCE IS UNNECESSARY; and it should be DISTINCTLY RECOGNIZED that when, in future pages, it is NECESSARY TO ALLUDE TO vital action, it is NOT BECAUSE WE

BELIEVE IN ANY specific vital energy, but MERELY BECAUSE THE PHRASE IS A CONVENIENT ONE for expressing SOMETHING that WE DO NOT fully understand, something that cannot AT PRESENT be brought into line with the physical and chemical forces that operate in the inorganic world."

Says J. P. Morat, in his most excellent encyclopedia on The Physiology of the Nervous System:

"How can that which is invisible in the element become apparent in the whole? To these questions WE CAN FIND NO ANSWER; but, in science as elsewhere, it is always imprudent to run foul of the information given by common sense, and a problem is not solved when one of its terms has been omitted. In the past, and even at the present time, PHYSIOLOGY HAS OVERLOOKED, AND STILL OVERLOOKS, the fact of the being which it studies possessing sensibility; and has in every case REFUSED to acknowledge this sensibility as a CAUSAL or conditioning influence in the determinism of vital phenomena. It has carefully arranged the balance sheet of the forces of the organism, WHILE TAKING NO INTEREST IN THE FUNCTION WHICH REGULATES THEIR EMPLOYMENT. As physical science finds no place for sensibility, neither has physiology accorded it one. The time seems to have arrived for a reaction against these exaggerations—IN BOTH CASES THE NATURE OF THE LINK IS UNKNOWN TO US; BUT NONE THE LESS DOES THIS LINK EXIST, and is in biology the foundation of that which distinguishes it from pure physics."

"Science" has well-drawn, clearly-defined fence-lines. Its horizon is always in plain view. To uphold and insist upon such devotion to their created false-conception, medical ranks have caused to be drawn and sworn to a certain Hippocratic credo, code-of-ethics, from which and outside of which none dare to wander, or ostracism is upon them. Those who once got in couldn't think sufficiently strong to get out, and those who once became an integral part thereof don't dare leave party-affiliations behind.



It is admittedly true none know what "life" is, where it comes from or goes to, yet all admit we are living beings. "ALL WE KNOW IS ITS MANIFESTATION". It is this we study and figure how to make possible. You don't know source, yet you don't doubt its existence as does the "science" of medicine. It is poor judgment to scientifically run foul to common sense.

This attitude of "science" of medicine reminds me of M.D. who goes to church Sunday morning. He prays with a vim and a spirit to "the Almighty, Great, Good, Omnipotent God; All-wise God who made the earth in six days; separated the waters from the land; put fish in one, and birds, animals, and man on other; made man and

then his improvement — woman. Great is the WISDOM of God to do all this” — yea, in church on Sunday morning. Change time and place to Sunday afternoon in a hospital. Same M.D. operates for appendicitis in one case; unsexes another woman; cuts out tonsils of another; removes a kidney in another, on Sunday P.M. Then he says: “Better send your children over and have their tonsils and appendix removed now, while young, so THEY won’t have future trouble with them; they are useless organs.”



This God-worshipper has been studying *physical* man four, eight, or ten years. He now begins to IMPROVE upon handiwork of God. Because this man has sat in a surgical pit for four years, he feels capable of saying — if actions speak louder than words — “God, you are ignorant. What do YOU know about making human beings? If you’d take a few lessons from surgeons, you’d make people according to OUR designs and leave our many ‘useless’ organs!” He makes a distinction between what he “believes” and gives money TO, and what he “knows” and takes money FOR. The former, his grandmother “believed”; the latter, his grandfather “did”; hence love-of-precedent is with him in both.

Peculiar? Sacrilegious? No. Just plain, every-day truths which you know but didn’t know you knew because you’d never put that constructive-arrangement upon religious-surgeons before.



Only difference between illustrations concerning electricity and man is that instead of dynamo and motor being on a *horizontal* level, one equal to other in altitude, we reverse order, maintaining dynamo of man is ABOVE motor, superior to other.

Following that idea, instead of placing dynamo of man left, as we did in electricity, we place human dynamo at top, as relationship of brain above your body, when person stands erect.

Then, again, below that is a tissue cell. When current is made in one place and we see action in another, only logical conclusion is there must be a connection between one and other.



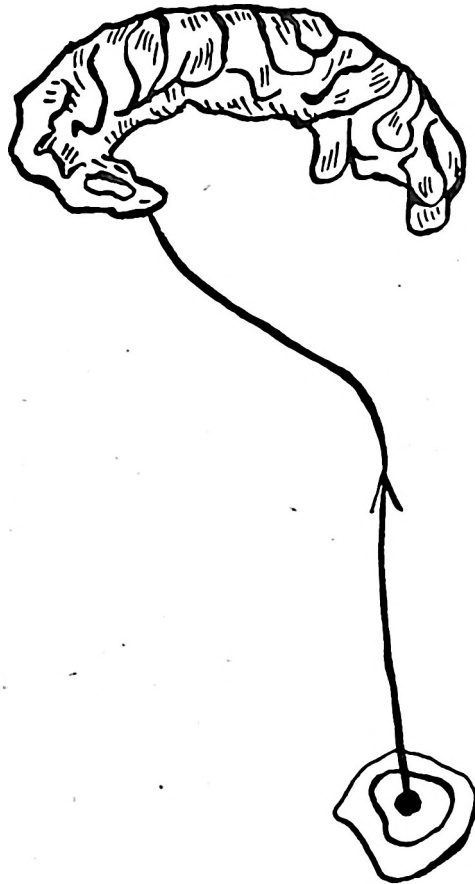
As we think a thot in one place and act it in another, so in man the only conclusion is that instead of having wires, as in electricity, we have NERVES.

To have a "positive" something to move another, it must have a POSITIVE nerve to transmit. To illustrate, we draw a line starting at brain above, running line to tissue cell below, placing an arrow to show direction. As we said, where there is a "positive" current there must be a "negative" current. Consequently, we place second line starting at tissue cell below drawing it toward brain above, placing an arrow opposite to other. That is, we put ourselves



in relation to man, as we did in electricity. In electricity we first found elements of a MATERIAL circuit, then added immaterial. So do we have same in man. Material elements are: 1. brain cell; 2. "efferent" nerve; 3. tissue cell; 4. "afferent" nerve. Four immaterialities are: 1. mental impulse; 2. "positive" transmission; 3, expression (or "manifestation") of function; 4. "negative" transmission.

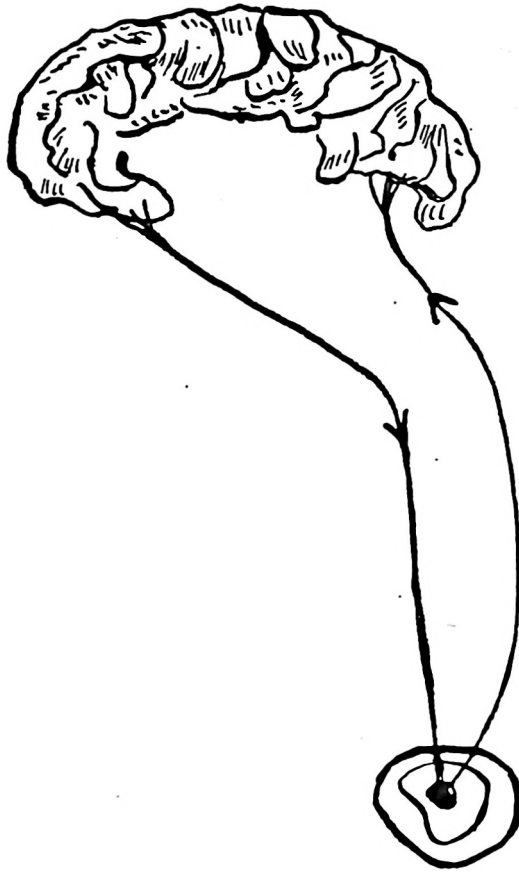
Brain cell plus universal force equals mental impulse. Nerve structure plus mental impulse equals transmission. Tissue cell plus mental impulse equals "manifestation" of function. Nerve struc-



ture plus negative or personified currents equals negative transmission.

Question of quantity per a given unit of time also enters every consideration we could give to physiological problems.

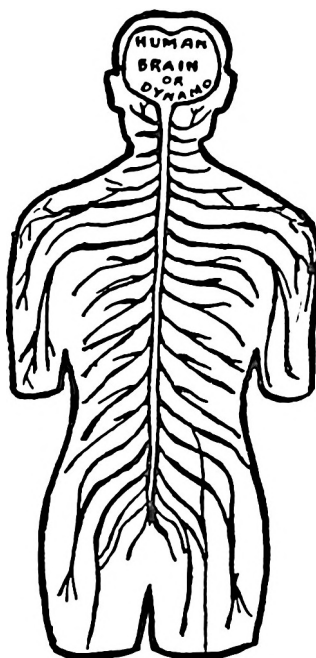
We have added nothing material to one that we had not in other, except man HAS INTELLIGENCE. Intelligence adapts itself to circumstances, obviates obstacles which electrical apparatus cannot do, consequently INTELLIGENCE is additional factor which makes simplest man more than greatest electrical instrument.



Function of brain, same as dynamo, is to receive, absorb, concentrate, or condense that which we know; but when sufficiently done, as within judgment of our Maker, it is then ready to send same out to different parts of our twenty-five-story body. Nerves are wires to carry from and to muscles. Muscles are motors. All muscles give motion; this is the sole function of electrical motors. As motor could no more act without electricity, neither can muscles contract without human current.

Studying, as we are, currents of man, we have the question, "What is life?" This has produced innumerable explanations that did not explain. "Nobody knows" tells nothing, nor does it solve the conundrum. It is not solvable.

We do not know "life" and little would be gained if we did. Knowledge thereof would not change character or manner of manifestation. Issue is, at times it CAN work and other times it CAN'T. When it does, we enjoy equipoise; when it doesn't, we suffer sickness. Why? Because of its presence or absence. It is "manifestation" we most vitally need.

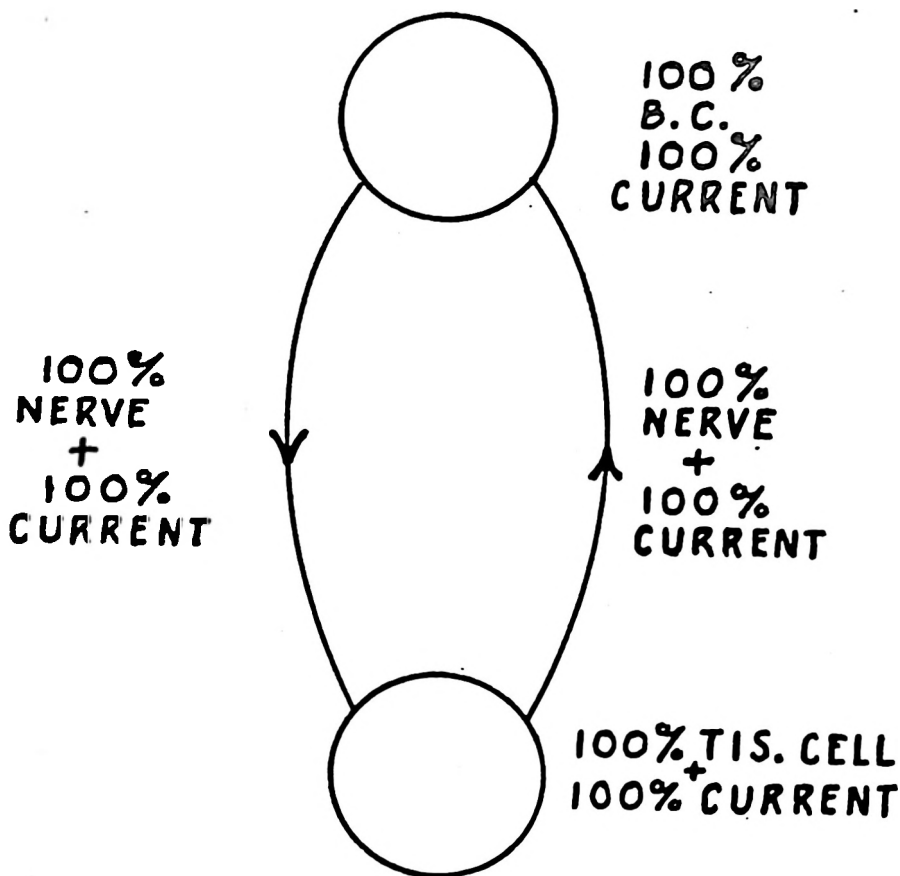


Edison says of electricity, "It is a constant flow of force" — yet what is "force?" We say of "life", it is a "constant current of mental impulses." But this no more explains than Edison. In spite of fact it IS UNKNOWABLE, are you to deny its existence? All proof of its existence and utilization is before you. All we know is its "manifestation"; desire being to rid paths and make this possible. You have evidence of this as fully established as Edison and others have established foundation of electricity. Suppose, there being a demand, man had said, when supplying that necessity, "I will not accept electricity unless last word has been said, the last idea known, its last problem deciphered" — we would never have had commercial electricity with innumerable conveniences. It has been known only as it has grown. This is the position assumed by learned ultra-scientific medical men as regards "life". Its last solution is not at our demanded command, hence they deny tree because they can't get more evidence of exist-

ence of such tree than apple which grew from it. They cannot retrace from fruit to fruit-tree or fruit-tree to that which made it live, or reason from effect to cause.

We would not interject this question and answer were it not a mooted subject in biology, physiology, neurology and dietetics, etc. Pathology, histology, anatomy, and chemistry are exact "sciences" because subject to calculations of mathematics. To physiologist, he must admit life (in totality — because he dare not tell YOU living beings are dead) but in minutiae of physiological laboratorial experiments is where he says, EMPHATICALLY, there is no such thing AS LIFE; there can be no intelligent force directing functions BECAUSE pathology does not show it, physiology cannot see it, and neither microscope nor any other test can PROVE IT, therefore it is "unknowable" to science. "What we cannot prove existence of, by SCIENTIFIC means, we do not believe."

Life's currents plus a body equal living body. Body minus life



currents equal dead body. 100 per cent of current plus 100 per cent of body per a given time equals a healthy man or woman.

It is necessary to lay a foundation in dealing with man, the same as in electricity. If 1 per cent current is product of 1 per cent current action in brain (human dynamo), then 1 per cent current will be received and transferred to efferent nerve. If 1 per cent of current reaches tissue cell, and that 1 per cent completes one revolution of muscular (motor) contractions, then how many relaxations will you have if 100 per cent of current is sent from brain (dynamo) to (human) tissue cell? Ninety-nine. If we have one hundred actions in motor tissue cell, and actions of one tissue cell make one unit negative current, how many units of force will brain receive from negative current? Ninety-nine. One is different from other, because in man we have 1 per cent of intelligence and in other 99 per cent apparent ignorance.

On right, sits a live man. He speaks, sings, acts, moves, talks and walks; he **IS ALIVE**. On left, sits a man who does not speak, **CANNOT** sing, does not act, bowels don't move, kidneys don't function, performing no peristaltic contractions. He has no movement to make; he cannot make movement. He is, in last classification, a **DEAD** man. We have, by comparison, a live, wide-awake man and a dead one. **WHAT IS** absent in one and present in other?

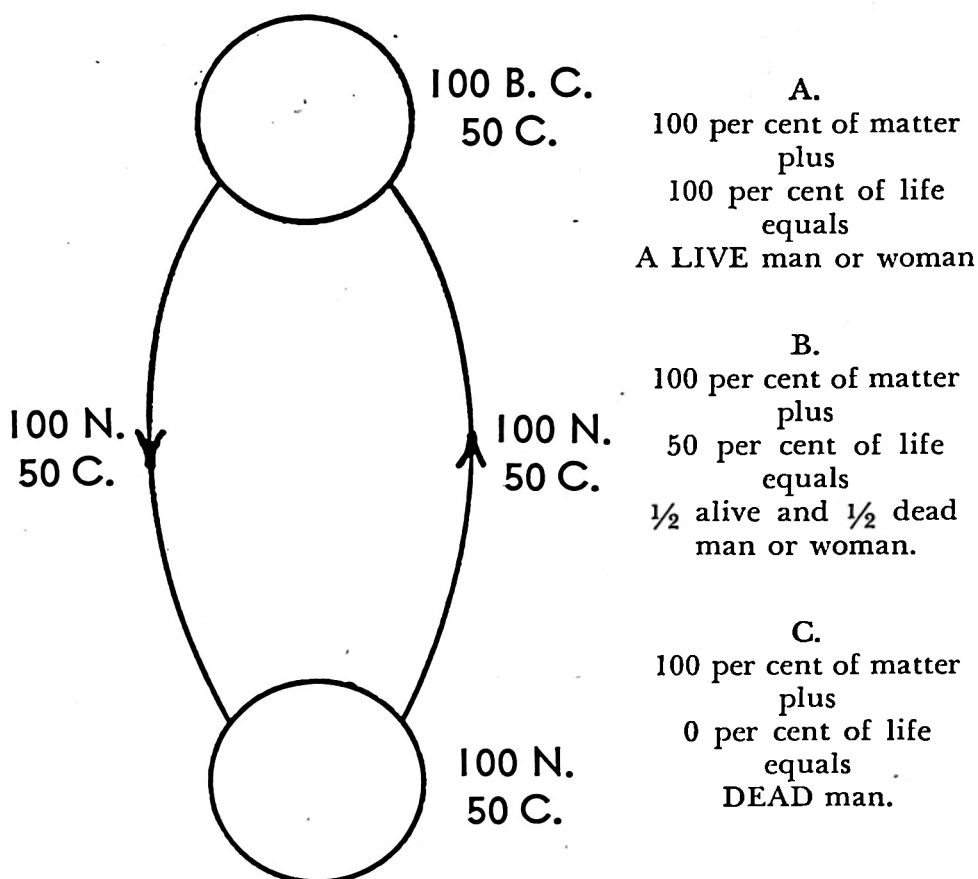


What is *it* one has and other has not? Is it because one has a brain and other has not? They both have — and if both used sense enough to keep away from surgeon's knife, each would have an appendix. Each man has lungs, kidneys, bowels, spleen, liver — everything **ORGANIC**. There is no **MATERIAL** difference between materialities and quantities of the two, taking it for granted when living both weighed an equal weight. What, then, **IS** the difference? It is the immateriality — **ABSENCE OF CURRENT** going through. The thing which makes one alive and other dead is that

ONE HAS HUMAN ELECTRICAL CURRENTS AND OTHER HAS NOT. Everything FUNCTIONAL is gone.

It is within realm of facts to hear one physician say to one case: "You have an ORGANIC disease of heart; diagnosis, fatty-degeneration-of-the-heart". And have another say to a different case: "You have an acute FUNCTIONAL disease of the heart; diagnosis, neuralgia-of-the-heart". In former, dissection proves itself. In latter, they will be unable to find "pain."

If 100 per cent of tissue cells are receiving 100 per cent of current, and 100 per cent of current is carried back thru afferent nerve and reaches brain, that man is 100 per cent ALIVE. Suppose we erase figure 10 and leave a cipher — that man IS DEAD, he has *no* current going thru his body. Place before that cipher figure 5 — THAT man is HALF dead and HALF alive. Make that 50 per cent — 50 per cent of current is present in his body — he is shy 50 per cent. The man is one-half alive and one-half dead. He is dead only so much of current as he is shy. He is alive only so much of current as he has. We are speaking broadly of the body.



You can also carry example to smallest or largest pathological condition of your human building, its floor or rooms, illustration and application being same.

Here note three concrete equations. You form answers.

Given 100 per cent current and 100 per cent matter, what have you?

Given 0 per cent current and 100 per cent matter, what is the condition?

Given 50 per cent current and 100 per cent matter, what disease have you?

Observe man dragging right leg across floor and right arm hanging limply at side, one-half of face unable to laugh. There is 50 per cent current working thru 100 per cent matter, BUT in symptomatology it is called "hemiplegia".

Diseases are classified into two kinds, same as are manifestations of electricity: excess or minus. The motor runs too fast or too slow. This is applicable to man wherein bowels are constipated or diarrhoetic; kidneys have Bright's disease or diabetes; paralysis or paralysis agitans. In electricity, it can be: 1. normal; 2. too much; 3. too little. In man, he can have: 1. normal current, and be healthy; 2. too little current, and have a minus disease; 3. too much current and have an excess dis-ease.

You have sensed leg "going to sleep." You uncrossed legs as soon as you realized it, and they soon were all right. Analyze condition. Your first answer is according to past education. When you crossed legs, you "cut off the flow of blood." Does blood feel? No. When leg is "asleep" you have no feeling, and when it wakes up, it has feeling. Leg is 100 per cent of matter; current going thru it. When legs are not crossed each carries 100 per cent feeling. Together, they mean a normal feeling and acting leg. Cross legs and you bring pressure to bear on a nerve between legs. It is case of bone pressure against bone with prominent nerve between. You cut off transmission OF HUMAN-ELECTRICAL CURRENTS. As soon as you realize leg is asleep, you uncross legs, and gradually feeling is restored. This is a daily expression of TEMPORARY paralysis. Simple method necessary to "CURE temporary paralysis" of leg (asleep) is to uncross legs, release pressure, RESTORE TRANSMISSION TO NERVES, and you have an acting and feeling leg. Simple, isn't it?

Here is another simple experiment: We are looking to left. Right arm is extended. Someone tells us to do something with right hand — "wiggle thumb." Vibration of etherial molecules from your mouth to our ear is unseen. This vibration penetrated our

ear, was taken up by auditory nerve to our brain where our "mind" interpreted the statement. At that point we differentiated "wiggle" from "move up and down"; we made distinction between "thumb" and "little finger"; "right" from "left," etc.

Having that "wiggle thumb," no sooner that than done. Our brain is $3\frac{1}{2}$ feet from thumb; mind is equal distance from location of expressed function. Brain and thumb are materialities; mind and function are their opposites.

How did mind leave brain and personify itself in thumb? Did it skip space as an aerial message; jump out of our head down to thumb? It went down EFFERENT nerve. Now that action occurred, our head still turned to left, we are aware that action has been completed as requested. How? Our mind in our brain is aware because of impression that had origin in thumb. "Mind" and brain are equally distant from "impression" and thumb on AFFERENT half, as were the other. Understanding was beginning and sensation ending; meanwhile, brain and thumb acted as intermediates between, to complete a desire for functional needs of human body.

Take common illustration of man having perfect, or 100 per cent, eyesight. He has seen everything. Tomorrow his sight is "a little dim." Next day it is "more dim," and in ten days sight is gone. *WHAT WAS THE PROCESS?* Is it because every day there was sliced off one-tenth of the "physics" or material eye; or, because he lost fluids or "chemics" of the eye? He has his total eye at end of ten days; ophthalmoscope fails to reveal any anatomical change or loss of structure. This machine detects no difference between eye with or without sight. On first day, there was 100 per cent current; next day, 10 per cent WAS GONE; third day, 20 per cent WAS GONE, at end of tenth day he had NO current TO SEE WITH. Consequently, he was BLIND — blindness being 100 per cent of material eye minus immaterial sight-carrying currents.

Table would be as follows:

Date	Material eye	Immaterial function	Loss of function	Remaining function	Glasses added strength of	Condition
3/ 1/50	100%	100%	None	Normal		Sight
3/ 2/50	100%		10%	90%	10%	Dim
3/ 3/50	100%		20%	80%	20%	Dimmer
3/ 4/50	100%		30%	70%	30%	Sight blurred
3/ 5/50	100%		40%	60%	40%	40% gone
3/ 6/50	100%		50%	50%	50%	1/2 blind
3/ 7/50	100%		60%	40%	60%	60% blind
3/ 8/50	100%		70%	30%	Not much use	70% blind
3/ 9/50	100%		80%	20%	Make shift	80% blind
3/10/50	100%		90%	10%	Not worth while	90% blind
3/11/50	100%		100%	0%		Blind

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To reverse condition, reverse order:

Hearing	} 100% cells plus 100% current	1st day	100% current
Seeing		10 days later	90%
Smelling		20 days later	80%
Feeling		30 days later	70%
Tasting		40 days later	60%
		50 days later	50%
		60 days later	40%
		70 days later	30%
		80 days later	20%
		90 days later	10%
		100 days later	0%

For example, take hearing: Today you hear every sound; you work internally with 100 per cent current thru 100 per cent matter. Tomorrow you hear thru 90 per cent of current passing thru 100 per cent of matter. Next day you hear thru 80 per cent, and following day 70 per cent, until *quantity of current* is decreased so that hearing is GONE. Hearing is gone; you have *no* current with which to transport or carry impressions from outside to inside. "Telephone is dead;" there is *no* current to carry word vibrations. "Telephone," as material thing, is neither dead nor alive; it is DUTY of "telephone" that is understood to have life or death. We speak of wire, telephone, etc., as being "dead." *It is absence of carrying transmission that makes it "dead."* If we have 100 per cent current going thru 100 per cent telephone, it will carry everything we say. If we hear distinctly at our end, and listener hears distinctly at other, it is because wires have electricity to pick up and carry vibration. We speak of "dead" wire or "live" wire. Wire possesses no life or death. It is electricity which passes thru it which gives it those qualities. Same comparison is true of man and his functions.

SCIENTIFIC AMERICAN (October, 1909) contained following notice of death of Professor Lombroso:

"Professor Lombroso was one of world's noted psychologists — his labors were devoted TO THE VALUE OF THE MIND IN CONTROLLING THE BODY. He recognized value of both working together. The trend of the human mind TODAY is immaterialistic and we have always had the extremists on that side. Today scientists and psychologists are working to immaterialities. The balance has, for years, been leaning heavily toward physics, but I now know it will be physics that will weigh heaviest in the majority of minds. This is the freakishness of human minds — they cannot be rational — they swing to one or other extreme."

Consequently, thinkers, students, have reached the midway conclusion—union of immaterialities AND MATERIALITIES: THAT BRAIN OF MAN IS A DYNAMO; that is the place where intellectual currents are CREATED, GENERATED, OR ABSORBED, and sent to *every* tissue cell in a body. They conclude as truth, our brain is a working machine wherein currents are gathered. Neurologists (more or less) conclude our nervous system is a means of transmission, a complicated nervous (wire) system wherein one place is communicating with another because of peculiar characteristics of brain to manufacture (which tissue cells cannot), same as dynamo is a manufacturing thing and muscles only an expressor. Motor is not a dynamo when hooked up as it is.

Cut dynamo from motor — what occurs? Death of motor.

Cut head from body — what occurs? Death of body and head.

Cut motor from dynamo — what occurs? Death of motor.

Cut body from head — what occurs? Death of head and body.

Cut man's head off — what is he? DEAD man.

Cut head off at base of skull — what have you done? Separated human motor from human dynamo.

Cut body from head, and man is dead. Why? Because you have cut motor from dynamo, or dynamo from motor. Either way, conclusion is same. Without a connection, one could not transmit to other.

We have terms "mind," "*subconscious mind*," "spirit," "soul," "intuition," and "Innate Intelligence." These express characteristic human intellectual electricity. You think a thot (in brain) to "raise right arm." Right arm moves. You thot in ONE place and acted in another four feet away. This proved DIRECT connection by and thru some direct channel — logic shows necessity of connecting brain with arm (dynamo with motor). To follow reason is to place a nerve at one and run it to other. We did this by drawing line from superior brain to lower muscles, placing arrow upon same to indicate direction in which its current thots pass. Suppose the thot, "raise arm" were equivalent to 100 per cent of current — mental impulses. To have that arm act that thot conclusion is: there would have to be 100 per cent of "raise the arm" thot going from 100 per cent brain to 100 per cent tissue cells. There is no way to get 100 per cent action manufactured in brain to do 100 per cent of action in that motor if only 50 per cent of current gets thru. Consequently, when we think 100 per cent thot, tissue cell must get 100 per cent current mental impulses. Suppose only 50 per cent of impulses reaches that 100 per cent arm — what occurs? Arm moves half-way, performs its duty only half-way. Conclusion is, it is getting only half the current to do it with. It has 50 per cent current trying to move 100 per cent material in a given space of time; in other words, 50 per cent current, 50 per cent expression, or, as termed in physiology, one-half "function" needed.

"Mind" is to human body what "electricity" is to motors, dynamos, and wires. It is "HUMAN electricity." Endeavor here is to draw a parallel comparison between man and motors, minds and mechanical devices. Man is an awkward animal. Our language is uncertain and too elastic. We were invited to a home in San Francisco where the mother asked daughter to get "hot-water bottle." Daughter came down with "rubber bag."

We asked Edison, "What is electricity?" Edison told us he did not know. We asked you, "What is life?" You can do no more

than Edison by saying, "I don't know," and in last analysis we DON'T know WHAT intelligence is; but that is no reason why we must say life-intelligence does not exist. Life is unknowable, yet, like electricity, DOES exist. Every day we utilize both kinds of currents. Perhaps we reason logically WHY and HOW each does things; but WHAT are they? Edison logically says, "Electricity is a constant flow of force." We could say, "Life is a constant flow of intelligence," which explanation begs explanation. It is a distinction without a difference. This reminds us of the joke told on an old soldier who lost a leg during the war. People used to offer sympathy and ask so many questions that finally he said to each who asked how it happened: "If you will promise to ask only one question, I will tell you how I lost that leg. It was BITTEN OFF."

Given a current of mental impulses plus a body, and we have a LIVING body. Given 100 per cent of current plus 100 per cent of body, and we have a "healthy" man or woman. Wishing to make illustration carry exactly: given 100 per cent of brain-cells and 100 per cent of current, and we will have a healthy brain, healthy in thought and in function simultaneously—for which comes first, we know not. Given 100 per cent of efferent nerves and 100 per cent of current going thru them, and we have a perfect efferent nervous system. Have 100 per cent of current and 100 per cent of tissue cell, and it issues normal function in every particular. Have 100 per cent of afferent nerves and 100 per cent of current working thru them, and it equals a perfect working afferent system. With these four phases, we have a perfectly normal acting man or woman, bird, fish, fowl, reptile, or other vertebrate. Principle is the same and is universally applied.

It takes 100 per cent of current to go to that tissue cell thru that efferent nerve for that arm to raise; then how much would arm raise if it got 50 per cent of current? One-half as much.

In absence of current, current is needed. Drugs do not communicate current from outside to inside; they arouse or stimulate, deaden or inhibit little current there. As electricity can exist in only three known quantities, so can LIFE exist only in the same—JUST ENOUGH, TOO MUCH, OR NOT ENOUGH.

When life is in proper proportions—and Life itself can be the only Judge—each and every part is in tune with every other part. That which is enough for heart would not be enough for stomach; that which is of sufficient quantity for liver would be too much for spleen; hence enough is being made, absorbed, condensed, or concentrated, in mind in brain for every tissue cell, organ, or

viscus in body. When all parts receive enough, all is health. But we find each part is not healthy. Then condition is one of too much or not enough for that part.

Latest medical dictionary tells us there are some 75,000 diagnosed "diseases" we may have between birth and death. No wonder it takes four years of college education to learn those.

We dispute this. There are but TWO dis-eases: that dis-ease in which CONDITION represents too much activity, and that CON-DITION wherein action is minus.

Consider two series of CONDITIONS, notwithstanding names used to describe endless fluctuations — and they are used here to meet your concept, not mine.

"Paralysis" is not enough action; "paralysis agitans" too much. "Constipation" is paralysis of muscles of bowel, and represents not enough; whereas, its opposite is "diarrhoea" which is an excess of activity of same region. "Melancholia" is stagnated condition of brain as Educated mind passes thru it, hence not enough; whereas, we have seen small women weighing less than 100 pounds, whom four men could not hold pinned to floor — the raving maniac who seemed to possess superhuman strength — too much power. "Anemia" is not enough nourishment passing thru the body of patient, "hyperemia" is its opposite. "Myopia" is near-sightedness, there is not enough eye-current to see; it also has its opposite in "hyperopia" which is far-sightedness, or too much current from eye to brain and back. In like manner, 75,000 dis-eases can be boiled down to two conditions only — no more, no less.

Health is a question of normal current and dis-ease (not ease) determined by minus or excess of currental-magnetism or human-



electricity. What has been the custom in treatment for constipation? Physician prescribes ipecac, Peruna, Castoria, bitters, etc. Can it be there is "life" in pill or dope; in bottle or capsule? The sooner patient took them, quicker he would get well; more he took, better off he would be. But this doesn't work; if he takes too many he KILLS what life IS left, and thus offsets what he was trying to get. Is a certain amount of "life" shoved into a bottle when druggist slaps in cork? Can physician prescribe "life"? Can we buy it at drug store? How much to give, what to give, what not to give — no wonder "practice" of medicine is empirical. What, how much, or where is arbitrary. With Chiropractic, channel is open and "Life" alone judges what and how much to restore to part needing it. Such may be arbitrary, but as the Supreme Intelligence is Judge, it must be correct; at least, more so than one man externally can guess internally about another. Having made the body, it can regulate its quantities, once made.

We were amused, after reading an evening paper. One of the "patent inside" articles was telling about the wonderful forces of Nature; how Aleutian Islands would disappear over night and others appear in same time; of wonderful power which tore up San Francisco and Mt. Vesuvius; how growing tree root would split rock; how frozen water would crack pipe; how boiling water would burst boiler, etc. Then, on another page, was an ad which read: "Take Carter's Little Liver Pills to ASSIST Nature."

As there are 75,000 dis-eases (?), there must also be a like number of prescriptions of drugs (chemical materia medica), for disease to be treated. There are hundreds of thousands of prescriptions for EACH of 75,000 dis-eases, hence "science" of medicine represents a wonderful amount of labor and ingenuity. Physicians are human like rest of us. How would YOU know which prescription to give? You couldn't. Neither does he. As all receive sanction of A.M.A., one is as good for same dis-ease as another.



That physician is safest who carries his drug store in two vest pockets — in left, ONE drug which will PARALYZE that CONDITION which is stimulated or represents TOO MUCH action; in right, one drug which will STIMULATE that CONDITION which is paralyzed or represents NOT ENOUGH action. It is "paralyze that which is stimulated and stimulate that which is paralyzed"; two drugs to meet two dis-eases. Isn't it wonderful

how we simplify the complexed? Chiropractic works from complex to simple. The obvious is the last thing most people think, see, or do.

We once told a physician how we could turn on human electricity and bowels would act normally without taking drugs. He denied such could be done "without castor oil." He reminded us of hermit who lived in woods of Michigan. Didn't know cities or city ways. We told hermit about running two wires up side-wall, running them to center of ceiling, dropping a twisted wire and sticking a glass globe on end, pushing a button on wall and turning on a beautiful light, greater than twenty of his kerosene lamps. He looked at us and said: "Young fellow, tell me, is one of them wires hollow? Is they a wick in other?" We replied, "No." He said: "I have been getting LIGHT with kerosene and a wick for 67 years; it is ONLY way LIGHT can be had. If one of those wires isn't hollow so kerosene can flow, and they isn't a wick in other, then it CAN'T be." The physician took same position. He knows of only ONE way to get bowels to move. Latest and most modern improvement was beyond his comprehension.

Let us again presume that man is like this twenty-five-story building—separate in its floors. He is made of twenty-five sections, distinct layers. Same as beasts of burden in these days, man was once made of sections which made him run on all fours. His rear legs were separated, and his forward portion was built so that front legs were divisible into an anterior and posterior portion. Later, as animals evolved, instead of walking on fours, man crawled up and walked on hind legs. Standing as he did then, instead of these sections running horizontally, they ran perpendicularly as in men today. Thus started our meric system on facts of evolution, material and immaterial.

Each section is a floor in which are offices composed of tissue cells, function of which is likened to electric globes, each of which must get current. Each must burn, light, move constantly, all the time, night or day; and whether or not it runs to normal depends upon amount of current it receives. Each cell has nerves which go to and from each. In last analysis, an organ in man is but a room. You have heart with four partitions; lungs are but two large rooms. Stomach is a reception hall, and bowels a system of alley-ways. Each room must act on things; consequently, rooms to perform various functions must have various currents to heat, to act, to light, to cool, etc. Currents of mental impulses become a FUNDAMENTAL essentiality of this working, thinking, intellectually acting man. Room in a floor of man without light is a DEAD

room. When we have 100 per cent of current going to a room, it is acting normally. With 50 per cent current, room is half acting, half living, half warm. Consequently, we say a man's stomach is **HALF DEAD**, altho others express how much he is dead by turning to symptomatology and diagnosing effects as "indigestion." If current is off in bronchial tubes, he has "bronchitis"; in lungs, "tuberculosis"; in brain, "melancholia"; in legs, "rheumatism," etc. Those are empty, meaningless words, telling **NOTHING** in last analysis; because, after all, we must reach minus or excess quantities of currents to grasp comprehension. Solve **CONDITION** to its analysis, and it is absence or excess of current.

With electricity, we can **ADD SOMETHING** (a rheostat to reduce, or a "booster" transformer to step up) to wires to make current abnormal. In man we **DO NOT ADD ANYTHING**. Accidentally, something **THAT WAS ALREADY THERE** in an organized form becomes disorganized, and we get internal interference **PRODUCING SAME RESULTS**. This disarrangement does to mental impulse currents what rheostat or transformer does to electricity.

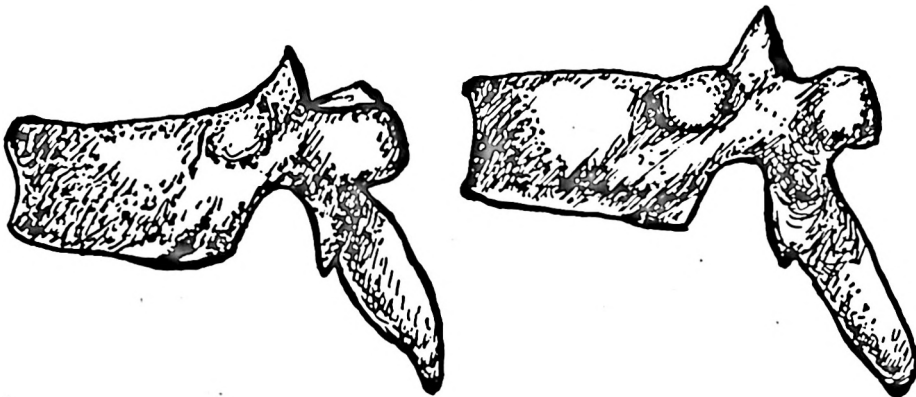
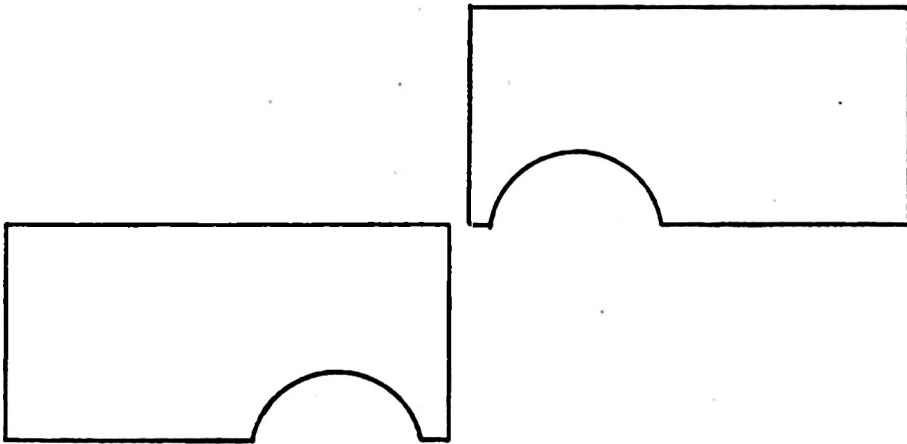
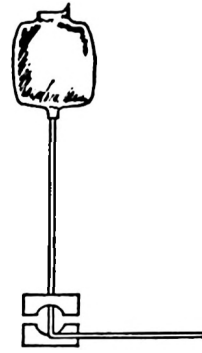


Any light pressure — a term used in sense of constriction which refuses escape from any angle — acts as a transformer to nerve-currents; heavy pressure acts as a rheostat. If condition is function-plus ("fever") then pressure is a light one. If condition is function-minus ("paralysis") then opposite exists.

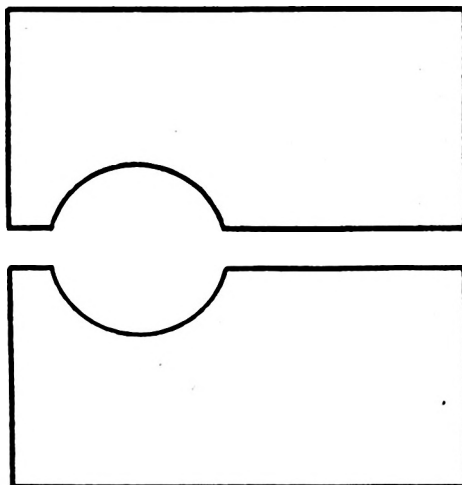
Consider and study average human spinal column. It is dust organized by intelligence. This "string of bones" is a spinal column, vertebral column, etc., known by various names. It is a **BACKBONE** — a string of bones in the back. Each person has a spine more or less alike — some larger or smaller, longer or shorter.

Hold spine with small bone on top and largest one at bottom. Notice long handles on one portion — that is what you feel when you examine your back. That is portion which is at rear of body. Have that smooth, broad surface facing from body. Follow me in every movement. Note pencil drop thru large hole which starts at top of this "string of bones" and ends at and in last one. That opening is the **SPINAL FORAMEN** and carries spinal cord which leaves base of skull and runs thruout its length.

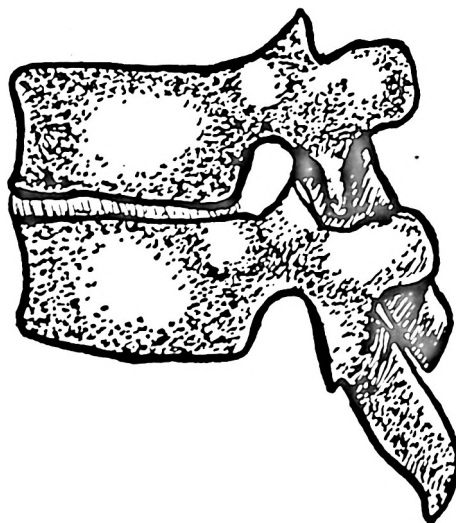
To carry this idea more, we have a rubber bag filled with water. From that is passing downward a hose which is passing thru that large opening. You will see, midway from top to bottom of this column, this hose has an exit. Now turn entire spine to one side, and you will notice this hose has an exit thru another hole, altho smaller than former. **THIS OPENING BECOMES THE MOST VITAL ISSUE OF THE STUDY OF MECHANICAL MAN.** Put two of these bones together and each bone forms one-half of this circular opening on the side. Superior half is made by half-circle on inferior surface of the bone above.



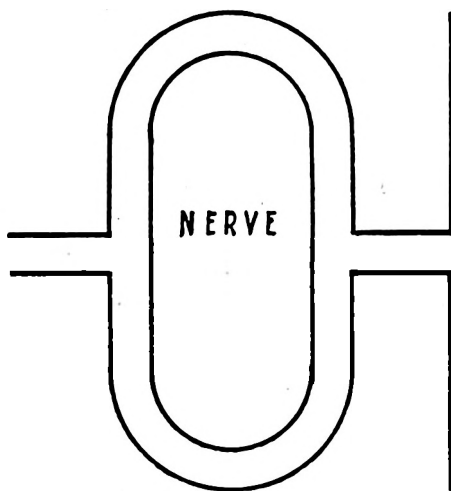
Place both those bones exactly together, one on top of other in normal position, and you have a picture of a continuous unbroken oval-shaped opening existing between two bones. It is thru this opening that nerves have their normal exit. Notice illustration in this connection.



In NORMAL man these two bones will always be one on top of other. THIS WINDOW WILL ALWAYS BE OPEN. Bones are hardest substances in body; nerves are softest.



These openings are placed in body where nerves — the great carrying mediums — can be COMPLETELY surrounded by bone so THERE IS NO ESCAPE. THIS SUBJECT, THEN, BECOMES THE CRUX OF OUR CHIROPRACTIC INVESTIGATION.



Animals are content to get what they need to eat, are pleased with sufficient sleep, do not demand a world with a fence, hence are not as sick a race as man. Man commands and demands that world give all he desires; and what he doesn't get, he forces. No man is content to lift a monkey wrench when he can wrestle with threshing machine. None is content with an easy successful capability. We are straining and wrenching ourselves, working to do two men's two weeks' work in one day. Every person is trying to do more to get ahead, and is doing it intentionally, yet many wrench subluxations we get are accidental — those which most careful person could not have avoided. "Accidents happen in the best of regulated families," and also to most perfect of physical beings. Therefore, every person, be he willful or careful, receives internal miniature volcanoes and earthquakes to his internal mechanism.

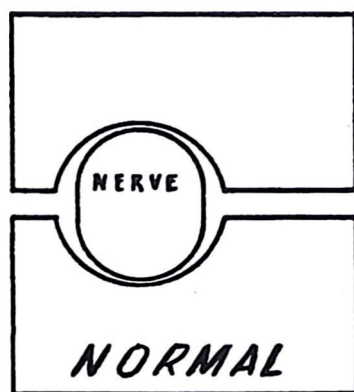
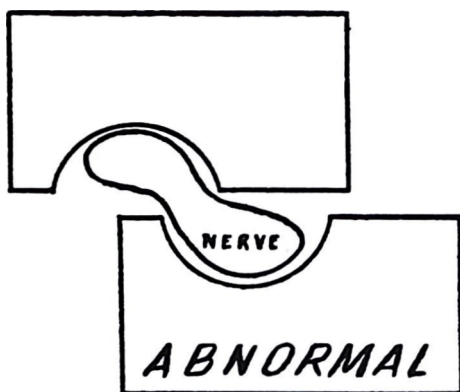
Man, as a machine, is subject to rules of mechanics. These mechanical volcanoes and earthquakes strike at the foundation of things; and THE ONLY FOUNDATION MAN HAS IS HIS BACKBONE. His arms and legs move around it. His ribs and hips articulate upon it. Everything is attached to or supported by it. It is the framework and lineshaft of his makeup. All concussion forces land at that foundation, hence he feels "something give," "something slip" whenever he receives a jolt, a fall, or a railroad train gets on top of him thru accident.

Whenever persons mix into a scrimmage, it is almost certain that 90 per cent will come out with a vertebral subluxation. Man is the only animal that doesn't know when to stop. Instead of



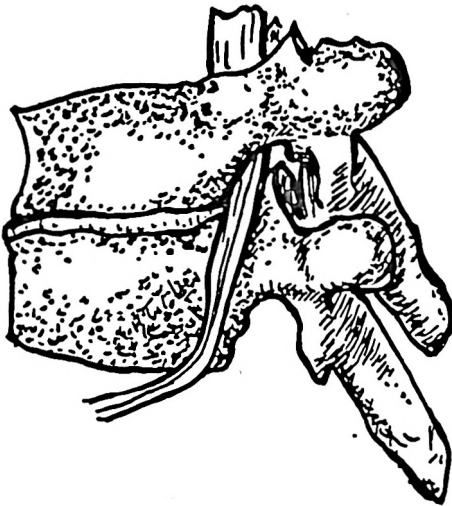
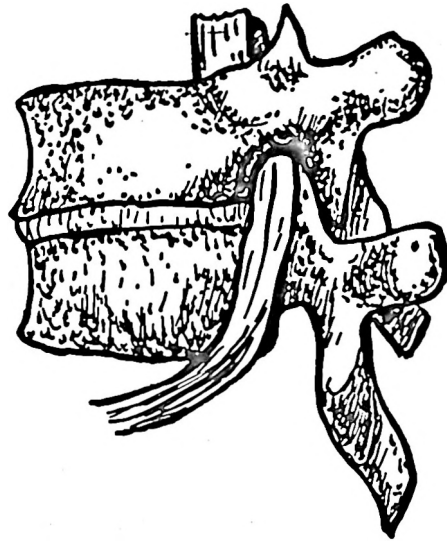
carrying 50 pounds, he will carry 100. Instead of a woman working until reasonably tired, she will keep at it until "dead tired" and ready to drop, and will then dress herself and go to a theatre — she doesn't know when to stop. Dog runs until tired, lies down in a shady nook and goes to sleep, no matter what time of day. Cow — eats until its appetite is appeased, lies down, chews its cud, then goes to sleep after each meal. What do we do? Eat all we

can, crowd in a piece of pie, another cup of coffee, and jump off to work — we don't know when to stop. It is this straining, tugging, overloading, and overdoing, never knowing when to stop, that is weakening us individually as a race, to a point where we cannot resist invasive accidental forces when the unexpectedly visit us. We are reduced to being non-restive people.



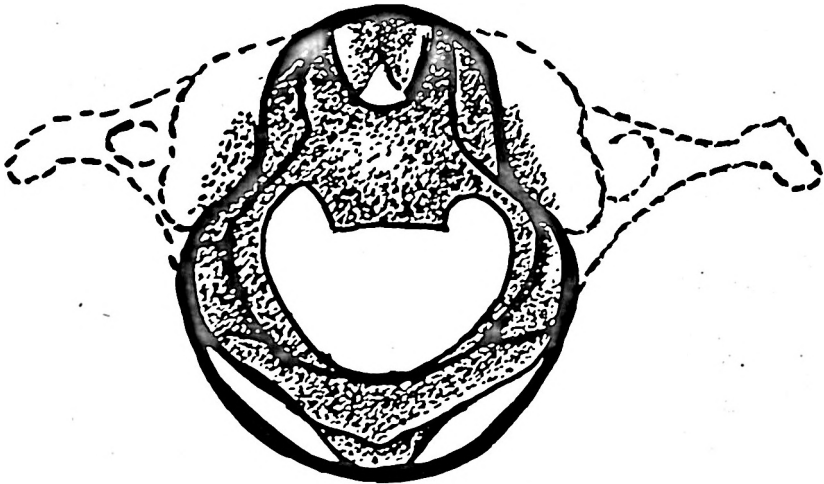
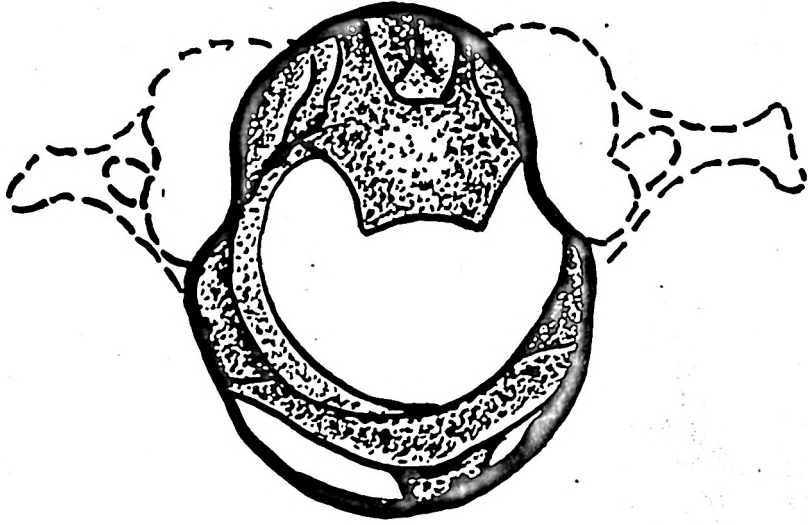
Note man who tried to lift back end of wagon over to curb. That's a horse's work, but man thinks he is as strong as horse and tries to be a one-horse-power machine. He got a "kink" for his foolishness. Watch his wife help him to a drug store, purchase a bottle of Hamlin's Wizard Oil ("good for man or beast"); watch her try to rub it in, on the theory he will absorb it. Two weeks later, he is stiff in muscles and joints, and constipated. They send him "to the doctor." The doctor begins working at the other end — the mouth.

Word "subluxation" is a term to show that the atlas, instead of being at top of axis as it should, is a bit crooked, twisted to one side. Spinal cord does not entirely fill larger opening running horizontally from above downward.



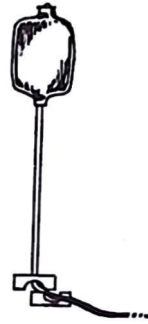
Each spinal column is subject to being bent side to side, forward, backward, and rotated. This permits reasonably normal movement of one vertebra upon another **WITHOUT** constriction upon any nerves or spinal cord. Pressure occurs only when this normal movement has been exaggerated beyond natural and remains fixed in that position at the occipito-atlantal-axial area. This takes up more than lost play and squeezes spinal cord as it passes thru from skull to

spinal canal below. Consequently, nerve (and other tissues) which before nicely filled the open canal is now compressed, closed, crowded and squeezed into a proportionate space to the degree of subluxation.



Bones are hardest substance in body. Irregular bones (to which class vertebrae belong) are even harder than any other. Nerves are softest substance in body. Could you expect same amount of current to go thru nerves **UNDER CONSTRICTED PRESSURE** as would go thru bones in proper places?

Watch. We are permitting water to flow thru freely, from bag above to end of hose below. Compare the stream of water with currents of man. When this hole is open, size of opening inside of hose is normal and a full stream of water runs forth, as you see. We will now produce a subluxation, i.e., wrench atlas or axis, by so doing, make opening smaller. That shuts off a part of the flow of water — more pressure, less water; less pressure, more water; larger opening, more flow; less opening, less flow.



When water does not run, what have we done? Produced **PRESSURE** upon that hose. Suppose a plant or bed of flowers depended upon nourishment of water. What would become of that bed of flowers if water were shut off permanently? They would die. When currents are **PERMANENTLY CUT** off in man, portions lie dormant also, to extent of degree of currents which have accidentally been cut off. Current has been shut off from going where "manifestation" takes place in those flowers of man.

Fool man to whom we referred, who did not know when to stop, who hurt his back and is now carrying around a "kink," an atlas or axis subluxation, has tried drugs, doctors, dopes, pills, powders, potions, and is no better. What is his future?

Let us recite his past, then give his Chiropractic possibilities.

Imagine a large hill, a windmill on top of hill, beside which is a large tank. Attached to bottom of tank is a faucet. Attached to faucet is a hose. Hose runs down side of hill to valley. Attached to end of hose is a nozzle. Nozzle ends in trough. On other side of trough are five thorobred pure-blooded Holstein cattle.



Windmill has been working perfectly, tank is **FULL** of water at **UPPER** end. Cattle are thirsty and dying for want of water — at **LOWER** end. They are dying because they are thirsty; they are thirsty because there is too small an amount of water in bottom of trough; there is but a small amount of water in trough because there is but a very small stream coming out of nozzle.

Farmer John has had those cattle under suspicion for two or three weeks. He thot they were not looking well; thot they showed signs of being sick. This morning, he has decided they **ARE** sick,

but to be more positive he calls his wife. Wife comes, looks over cattle, calls attention to their thinness; tongues are lolling, mouths are red and inflamed, eyes bulging, skin dry and parched. She has some "grandmother's reliable home-made remedy that can't fail." She secures sprinkling can, goes to well, sprinkles water on cow's back, tells John to quickly RUB IT IN before it runs off. She says, "They will absorb it as a person does when he has liniment rubbed into his skin." Each does this, in turn.



Next morning, first cow is dead. They decide that home-made recipes may be all right for dis-eases that aren't serious, but this requires a doctor who understands his business. They send to town for veterinarian. On second morning, veterinarian arrives. He looks cows over, examines their hoofs, tongues, eyes, mouth, skin, etc. He decides they are sick. He says, "There is a cause which we must find." He trails dryness upward from tail to tongue, then to trough; sees minus quantity of water; trails this back to nozzle and says: "HERE IS THE CAUSE—there is not enough water coming thru here."



Says John, the farmer, "What are you going to do?" Says veterinarian, "I cannot do until I diagnose." He counts water drops per minute, meanwhile holding watch. He places thermometer under drops and says: "It is 100.6. Entirely too hot." He is not certain of the condition, therefore takes a sample of water to his laboratory to see if he can find the particular germ that might be causing the trouble. Meanwhile he calls John's attention to the TRICKLING water and pronounces this an incipient case of TRICKLITIS.



Having named his dis-ease, he leaves a bottle of pills—one to be dropped down the nozzle of hose every hour—hoping against fate it will, by "reflex" or thru "sympathy," do something unknown to bring a greater flow of water.

Next morning, second cow is dead. John decides this doctor may be good for reasonable conditions, but this now is serious and a more competent doctor is demanded. They send a greater dis-

tance, pay a greater fee — for educated medical service is worth only what is paid for it. Distant doctor comes to deliver it.

On fourth morning, expert doctor arrives. He looks three cows over, examines hoofs, tongues, eyes, mouth, etc. He decides they are sick, therefore need attention. He ALSO says "There is a cause which we must find." He trails dryness backward over hide to head, thru trough to trickle, and impresses John it is useless to doctor cows until cause is found, and emphasizes necessity of getting more water THRU THAT NOZZLE.

Says John, the farmer, "What are YOU going to do?" Says doctor, "All cases must be diagnosed preceding prescription." He counts water drops, takes temperature, takes a sample of cow urine home to be examined to see if there isn't some chemical element lacking. Meanwhile, he directs John's attention to "DRIB-BLETTIS."

Having named the disease, he refers to a new and late serum which his friend, Prof. SapNoddle, has invented in Germany. It is very efficient and will cost \$10 per squirt. He spurts the squirt (into the cow, not the nozzle), saying it will coagulate certain secretions and give greater freedom to others, and thus hopes will STIMULATE greater flow of water THRU NOZZLE.



Next morning, third cow is dead. John decides it is time for consultation of doctors. They send for several — some far, others near. All arrive, look two remaining cows over carefully; examine tails, hides, tongues, eyes, reflexes, sputa, etc. They spend three hours perambulating around ground, over, under, and thru cows. They agree there is a cause somewhere — maybe it's water, maybe not — and if they could find the cause they'd get them well. They trail symptoms back to a dryness, trail this back to trough, TO NOZZLE.

Says John, "What do you gentlemen think best to do?" Says doctors, "We have discussed the only remaining possibilities of oozeitis, sputteritis, etc., all of which seem to fit case, some better than others.

The greatest doctor among them — he who charges lion's fee — finally decided there is but one thing to do: CUT OFF NOZZLE. "The chap who built this water-carrying apparatus did not understand his business; if he did he would not have put NOZZLE on in first place." The fact that five weeks ago it WAS carrying water

in perfect satisfaction, and cattle were all well then, does not destroy argument of "necessary operation" now.

While preparing their instruments, sterilizing rubber gloves, wrapping sterilized gauze around their chins, painting white the surrounding scenery of stables, stable-men, and straw stacks, up came the two-dollar-a-day farm hand John engaged last spring. He doesn't know much, and knows he doesn't know much, therefore he is wise. He asks for a drink, John refuses, for his \$1,000-a-head cattle are worth more to him.

Situation is explained to Yon. He begins to rearrange the facts, trails cows back to trough, thru trough to nozzle, and wonders WHY water doesn't come THRU nozzle. He says, "Say, boss, is there water IN THE TANK?" "It is full," says John. Then YON begins trailing HOSE BEYOND NOZZLE. He gets up to top of hill and there finds a branch of tree lying squarely upon that hose, squeezing it so WATER CANNOT GET THRU. Yon stands looking at hose. He cannot look into or see inside. Then how should he know the water wasn't running? Deduction! He knows tank is full, knows faucet is open, knows water OUGHT TO be in hose. Common sense constrains him to admit water WOULD run if hose were full size. He knows hose is squeezed, therefore water can't run.

Yon calls John. John sees the situation. They now remember windstorm which strained that branch to breaking point. They see where it was broken and how it fell. They give it a good swift kick (recoil adjustment) and hardly had time to look down the hill when they saw water squirting all over the \$2,000 consultation of "educated fools" who were TICKLING nozzle.

Doctors are as good as they make them; as honest as can be with dishonest goods. They are average. They have been taught to inspect, investigate, microscopically examine, prescribe for, and tickle nozzles. That is ALL they know. They don't THINK — they repeat what's handed down to them. They are nozzlers suffering with that damaging mental dis-ease called NOZZLEITIS.



No wonder cows died. No wonder they should have been living. If they had secured a \$2 quantity of common sense it would have gone much farther than did \$2,000 worth of educated advice of many experimenting actions — things not so.

Speaking of knowing many things that are not so, is as bad as having many accomplishments that can't be used. Prof. Hadley of Yale, at a tea in New Haven, said, apropos of certain impractical and useless studies: "These studies remind me of the stammerer who went to a specialist and, after a course of many, many lessons, learned to say, without a trace of a stammer: 'Peter Piper picked a peck of pickled peppers. Where's the peck of pickled peppers Peter Piper picked? A friend congratulated the stammerer on his splendid achievement. Yes! he admitted dubiously, 'all v-v-v-v-ery f-f-f-fine but it's s-s-s-such a d-d-d-d-amned h-h-h-hard r-r-r-emark, you know, to w-w-w-ork into an o-o-o-rdinary c-c-c-onversation!'"

Osteopath would have said, "Don't drop pills, inject serums, or cut off nozzles; better rub hose up one side and down other; this will stimulate one kind of blood flow and inhibit other."

You say this is far-fetched? Let us see.

You have EYE trouble. Where does he look? Into ears? You have EAR trouble. Does he look at big toe? You have nasal trouble. Does he look into nose? For throat trouble, he looks into throat; for stomach trouble he has an instrument which runs a tube into stomach which has globe on end, a series of reflectors, and he can tell whether or not the Charmeuse (French) wine is having a scrap with the (German) sauer-kraut.

You say this is as far as he can go. It isn't. If you have kidney trouble, he will cut open the back and look AT KIDNEYS; if you have trouble with appendix, he will open up your abdomen and remove appendix.

Always looking at and tickling nozzles — where the TROUBLE is — that which they call a "cause" is but a step removed from effects. They don't go BACK far enough. Yesterday, an appendix was normal; today, appendix has "itis"; tomorrow, appendix must be cut out. Why not cut out "itis," for that is all that was added which made a healthy appendix an unhealthy appendicitis. Thus do we cater to nozzlers.

That is what this fool man has been having done to him. He has tried all nozzling methods at his financial command. When "broke" and "given up," he hears of a Chiropractor. Chiropractor looks over windmill on top of hill; sees his tank is reasonably filled and is ready for duty; sees a certain portion of his human farm isn't getting its current and proceeds to find where subluxa-

tion is squeezing nerve and cutting off flow. When he finds this, he will give a swift recoil adjustment, and current will be restored. Then man will begin to get well — because Chiropractor was NOT taught to be a nozzler, but an adjuster. He employs \$2 worth of common sense, and charges a common price for common-sense service.

Speaking of "ADJUSTMENT" reminds us of a story on Noah Webster. He was a stickler for right word in right place, with right meaning. He saw an ad of a dress-goods sale, gave his wife \$10, and told her to get some. She put \$10 in her purse, put key to front door in purse, put purse on piano while she dressed. She came out, forgot purse, latched front door, got half-way downtown, discovered she didn't have her purse. She had to go in the back door, only to find Noah making love to the cook. "I'm SURPRISED," said Mrs. Webster. "Now, dear, how often have we talked about using the right word, in right place, at right time. It wasn't you who was SURPRISED — it was I. You were ASTONISHED!"

Don't call an ADJUSTMENT a treatment. Only nozzlers TREAT diseases, symptoms, or effects. Chiropractor adjusts CAUSE, releases pressure at spine; gives ADJUSTMENT. Right word, you know.

Comparisons are odious. We are compelled to make them because of credulity and gullibility of people. You go to a physician.



He asks MANY questions. You answer them. He tells you you have pericarditis (where pericarditis is, you don't know); gastrodynia (what this is, you can guess); acute nephritis (this must be awful); adhesions in interstitial tissue of greater omentum (by this time you ARE sick and willing to hand over \$5 for knowledge which you think you have but

haven't). You caught everything but health.

As to correctness of these diagnoses, we insert two articles which appeared. These reports were made by medical men in medical journals — not outcasts of the profession, but the best.

Roger W. Babson, Wellesley Hills, Massachusetts, once announced results of an investigation by him to determine NUMBER OF MISTAKES MADE BY MEDICAL MEN IN DIAGNOSIS. New York Sun called attention to Mr. Babson's report, from which we quote the following:

"He said that in investigating the mistakes made by medical men in diagnoses, statistics of a leading hospital in Massachusetts were put at his disposal. He had results of 2,500 POST MORTEM EXAMINATIONS AT THE HOSPITAL, COVERING A PERIOD OF SEVERAL YEARS, which he compared with history blank filled in WHEN PATIENTS WERE ADMITTED to the hospital and WITH THE DEATH CERTIFICATES giving SUPPOSED cause of death. The following table shows percentage of CORRECT diagnoses made on the history slips and death certificates, according to the statistics examined by Mr. Babson:

	History Slip	Death Certificate
Diabetes	55	95
Appendicitis		80
Cancer	35	74
Typhoid	30	90
Pneumonia	30	74
Cancer	35	70
Tumor	30	72
Tuberculosis	25	50
Heart disease	20	40
Neuritis	5	16

"Mr. Babson said that in looking up appendicitis cases he found that in 17 per cent of the operations for appendicitis the post-mortem examination SHOWED THAT THE APPENDIX WAS IN PERFECT CONDITION. His investigation brought him in touch with a report on post-mortem examinations made by the Public Health, Hospital and Budget Committee of New York Academy of Medicine, in which Dr. Horst Oertel, director of Russell Sage Institute of Pathology, in discussing diagnoses, made this statement:

"It is apparent that ONLY A FEW of the most evident diseases EXCEED 75 PER CENT IN THE HANDS OF AN EXPERIENCED DIAGNOSTICIAN; many IMPORTANT diseases FALL BELOW 50 per cent in recognition and some even below 25 per cent."

"Prof. Bashford, director of the Imperial Cancer Institute in London, was quoted in same report as severely criticizing the diagnoses made here. He said that THE RETURNS FROM CEYLON WERE MORE RELIABLE THAN THOSE FOR NEW YORK CITY.

"This whole subject reminds me of a true story I heard in London when I was there recently," said Mr. Babson. "In the hospitals there the ailment of the patient when he is admitted is denoted by certain letters, such as "T.B." for tuberculosis. An American doctor was examining these history slips when his curiosity was aroused by the number on which the letters "G.O.K." appeared. He said to the English physician showing him around, "There seems to be an epidemic of this G.O.K. in London. What is it, anyhow?" "Oh, that means God Only Knows," said the English physician, "and he won't tell'."

"Mistakes in Diagnosis

"Dr. Ribhard Cabot, of Boston, is a man who is DESERVEDLY held in HIGH repute by the ENTIRE medical profession throughout the country as an EXCEEDINGLY able exponent of medical science and practice. He holds a chair of medicine in Harvard University; is the author of a standard text-book on physical diagnosis; enjoys a large and successful practice; is a man of EXCEPTIONALLY high personal character and integrity, and is, in addition,

one of those REALLY GREAT personalities in medicine whose influence and work have extended beyond the confines of his own calling, and have told effectively in the direction of wise philanthropy and practical sociology.

"AT THE LAST CONVENTION OF THE AMERICAN MEDICAL ASSOCIATION (1910) held in St. Louis, this gentleman, with a courage and intellectual honesty which marks him (IF ANY FURTHER INDICATION SHOULD BE NECESSARY) as a great man, presented a unique and thought-provoking paper prepared out of his OWN PERSONAL EXPERIENCE, entitled 'A Study of Mistaken Diagnosis' in which he analyzed the clinical history of ONE THOUSAND CASES, diagnosed by HIMSELF in the Massachusetts General Hospital, which afterward came to autopsy, comparing the showings of the post-mortem examinations with the clinical findings. The paper has recently been published in the Journal of the American Medical Association, and makes exceedingly interesting and instructive reading.

"The analysis, as may be supposed, is a VERY comprehensive one, embracing almost EVERY TYPE OF DISEASE IN VARIOUS STAGES and manifestations, and represents a CAREFUL and SYSTEMATIC investigation of every case, both before and after death. Its net result shows that the diagnosis was CORRECT IN ONLY ABOUT FIFTY PER CENT OF THE ENTIRE AGGREGATION OF CASES; in the other fifty per cent, the post-mortem demonstrated that he was mistaken in his diagnosis, either by commission or omission, i.e., HE HAD EITHER DIAGNOSED CONDITIONS WHICH WERE NOT PRESENT OR HAD OVERLOOKED THOSE THAT WERE THERE, and it must be borne in mind that in this fifty per cent of correct diagnoses THERE WERE A LARGE NUMBER OF CASES OF DISEASES WHOSE MANIFESTATIONS WERE SO PLAIN THAT THE MEREST TYRO IN MEDICINE WOULD RECOGNIZE THEM ALMOST AT A GLANCE; such, for instance, as typhoid fever, diabetes, pneumonia, meningitis, valvular disease of the heart, and others which present a well-marked and easily recognized group of symptoms. It is therefore plain that, if all these simple cases had been eliminated THE PROPORTION OF MISTAKES WOULD HAVE BEEN MUCH GREATER; for, according to Dr. Cabot's statements, the percentage of correct diagnoses reached the low figures of SIXTEEN PER CENT IN ACUTE NEPHRITIS, TWENTY-TWO PER CENT IN CHRONIC MYOCARDITIS, THIRTY-THREE PER CENT IN BRONCHO-PNEUMONIA, and so on.

"Now, if the man of Dr. Cabot's RECOGNIZED SUPREMACY in the field of diagnosis with the courage and candor to face the real facts, confesses that he is only able to make a correct diagnosis in something like fifty per cent of all cases that he undertakes — and CONSIDERABLY LESS THAN THAT IN THOSE DISEASES WHICH MAKE ANYTHING LIKE A TAX UPON EXPERT SKILL — what is the irresistible conclusion concerning THE THOUSANDS OF PRACTICING PHYSICIANS WHOSE SKILL IN THIS DIRECTION IS ADMITTEDLY FAR BELOW THAT OF DR. CABOT, WHO HAVE NOT THE FACILITIES THAT LIE AT HIS COMMAND, and whose opportunities for verification or disproof are practically nil?

"Now, THERE IS NOTHING IN THIS STATE OF THINGS, IN ITSELF, AT ALL DEROGATORY TO THE INTELLIGENCE AND EFFICIENCY OF THE PHYSICIAN. No one who has the most elementary appreciation of the conditions and difficulties SURROUNDING MEDICAL DIAGNOSIS — ranging all the way from individual idiosyncrasies to pathological variations — will for a moment misinterpret the showing made by the analysis. And that a man

LIKE CABOT should deliberately undertake and FRANKLY PUBLISH such analysis displays a SINCERITY OF MIND, A LOVE OF TRUTH AND A DEVOTION TO SCIENCE WHICH CAN HARDLY BE TOO HIGHLY COMMENDED. SUCH A SPIRIT AMONG ITS EXPONENTS WILL NOT WEAKEN, BUT STRENGTHEN, public faith in medicine."

(Med. Brief, St. Louis.)

(The article above referred to was Editorially commented upon in the manner quoted following the delivering of the address referred to before the A.M.A. meeting. Our files have that complete address and are open for inspection, should these startling statements be questioned.)

The following brief statement, along same line, is taken from London Mail, June 24, 1907:

"Mistaken Diagnoses.

"In the annual report on the work of the Metropolitan Asylums Board, published today, it is noted that the cases of mistaken diagnoses admitted number 2,151. The percentage of error amongst cases certified as scarlet fever was 5.2 and amongst diphtheria cases, 16.3.

"The mistakes amongst cases certified as enteric fever were very numerous, being 33.7 per cent for all hospitals, and attaining the extraordinarily high figure of 52.1 per cent amongst the admissions at the South-Western Hospital.

"An investigation by the hospital investigating committee showed that autopsies upon patients that died in Bellevue Hospital showed that 47.7 per cent of the diagnoses of diseases in that hospital were mistaken. The superintendent of that hospital is reported to have said that that WAS A VERY GOOD SHOWING, and that in the Massachusetts hospitals the average of erroneous diagnoses ran higher than 50 per cent."



Physicians believe different diseases call for different remedies, each dis-ease is caused by a different germ and can be healed only by a microbe whose business in economy of things is to destroy that particular disease producer. The disastrous consequences of missing the dis-ease and its germ in half of cases and prescribing wrong microbe in form of serum or in some other preparation may well be imagined. It is not to be wondered at that patients became subjects of autopsy, to find their death more than likely resulted from mistaken diagnosis of some doctor, whose good intentions may be conceded after death of his patient and a revealing autopsy.

Dr. Cabot tells, in the gross, he was 50 per cent wrong in diagnosis. Purpose of diagnosing a case is to lead to prescription. If diagnosis is 50 per cent wrong, then prescription can be no better, either by omission or commission. Half of time, what you are told you have, you have not. Half of time, you are told certain organs are affected when they are not. Half of time, wrong medicine which went to wrong organ which was well, will make a well organ sick; hence organ which was sick becomes worse because it did not

get right medicine; hence all of the time you pay for 50 per cent of mistakes by physicians. Truly, it is "science" without a philosophical reason why.

If this is the state of conditions with Dr. Cabot, as eminently fitted as he is to prevent mistakes, what about average physician in this city, county, and state? Is he BETTER equipped than Dr. Cabot? 99 per cent of them do not have a laboratory, or profess to have; do not have at their command an opportunity to verify by post-mortem that upon which they were either successful or mistaken — what was THEIR percentage? If, under MOST favorable conditions, 50 per cent of gross is wrong, what is percentage under most UNFAVORABLE conditions? Above proves that very best fail on 50 per cent of gross.

Commenting, apropos to medical necessity of having a CORRECT diagnosis, and that Chiropractors should be as efficient (?) as they, H. J. G. Koobs, M.D., Secretary State and County Medical Health Officers' Association, said, in the Yankton (S.D.) Press and Dakotan, Feb. 1, 1915, as follows:

"Since the making of a CORRECT diagnosis is ABSOLUTELY necessary before INTELLIGENT treatment of ANY kind can be administered, it is CERTAINLY necessary for ANYONE who wishes to treat diseases to be ABLE and COMPETENT to make SUCH diagnosis—. The GREAT danger is in allowing ANY ONE to practice healing the sick IN ANY FORM, who is NOT THOROUGHLY COMPETENT TO DIAGNOSE ALL DISEASES—." Note the "reflex action."

WOMAN'S HOME COMPANION, April, 1950, contains article titled: MENACE IN THE MEDICAL LABS, by Albert Deutsch.

We extract following from that article:

"MENACE "IN THE MEDICAL LABS

By Albert Deutsch

"Your health—even life itself—often depends on the skill and care of laboratory technicians serving your doctor or hospital. Many are wonder workers, indeed. But a nation-wide survey REVEALS A FRIGHTENING INCREASE IN ERROR AND CARELESSNESS—A BETRAYAL OF TRUST THAT CAN KILL.

"A resident of a southeastern state became ill. His doctor sent a sample of his blood to a medical laboratory for analysis. The report came back that it contained malaria parasites. The doctor treated the patient for malaria for several months but he kept getting worse. FINALLY HE DIED. AN AUTOPSY REVEALED THAT HE HAD CANCER, NOT MALARIA. Prompt diagnosis of cancer would have prolonged his life.

"A girl patient in a hospital needed a blood transfusion. The hospital laboratory received her blood specimen for typing. Shortly after the transfusion the girl died in agony. THE LABORATORY HAD MISMATCHED THE BLOOD.

"In a midwest state a doctor sent a patient's stool specimen to a laboratory. The report came back: typhoid fever. The man, a waiter, was immediately

forbidden to handle food and thus deprived of his livelihood. Some weeks later the laboratory diagnosis was checked; IT HAD BEEN WRONG.

"Are these incidents rare and exceptional? Or do they happen every day?

"When your doctor sends a specimen of your sputum, blood, urine or tissue to a medical laboratory for examination you probably share the delusion of most Americans that the laboratory report will be one hundred per cent accurate on certain facts about what is wrong with you. YET EVERY YEAR FROM 2,500,000 to 3,000,000 ILLNESSES ARE WRONGLY DIAGNOSED because of faulty laboratory tests. Over-confidence in the infallibility of our medical laboratories results IN THE NEEDLESS LOSS OF MANY LIVES. Thousands of persons are getting TREATED FOR DISEASES THEY NEVER HAD AND GOING UNTREATED FOR ILLS THEY DO HAVE.

"Recent surveys of the 'better' medical laboratories reveal SUCH AN OVERWHELMING AMOUNT OF INACCURACY THAT EXPERTS WHO CONDUCTED THESE SURVEYS SHUDDER AT THE SERIOUSNESS OF THE SITUATION.

"Dr. Seward E. Miller, who organized and until recently directed the United States Public Health Service's Laboratory Division at the Communicable Disease Center in Atlanta, told me: 'WE ARE TOLERATING TO A DISGRACEFUL DEGREE the widespread persistence of amazingly low standards of accuracy where scientific precision is needed.'

"In San Francisco, Dr. Karl F. Meyer, professor of pathology at the University of California and one of our foremost medical laboratory scientists, told me: 'THE PUBLIC WOULD BE ASTOUNDED IF THE TRUTH ABOUT LABORATORY ERRORS WERE KNOWN. Not only laymen, but many physicians have been putting TOO MUCH BLIND FAITH in the results of laboratory tests, sometimes with fatal consequences.'

"Until quite recently diagnostic laboratories operated with almost no check on the accuracy of their work. Then in 1947 the Pennsylvania State Medical Society, in cooperation with the Pennsylvania Association of Clinical Pathologists, conducted a survey of fifty-nine labs in that state.

"THE RESULTS ASTOUNDED THE SURVEY CONDUCTORS. THE RANGE OF ERROR REVEALED WAS DESCRIBED AS FANTASTIC—and mind you, this survey involved THE BETTER LABS and the simpler tests.

"Other studies have demonstrated that the Pennsylvania situation is typical. The College of American Pathologists—an organization of top medical specialists—recently concluded a nation-wide survey. THE FACTS UNCOVERED WERE SO SHOCKING THAT THEY HAVE NOT BEEN MADE PUBLIC.

"Dr. C. I. Reed of the University of Illinois Medical School in 1947 made the rounds of seventeen diagnostic labs near Chicago. Posing as a patient, he had his basal metabolism rate determined at each laboratory. ONLY ONE THIRD OF THE LABS ARRIVED AT AN 'EVEN REASONABLY CORRECT' result.

"In the same year the Journal of Laboratory and Clinical Medicine published the results of a survey to determine the accuracy of lab tests for brucellosis or undulant fever. This survey revealed that THE MAJORITY OF BLOOD SPECIMENS WERE INCORRECTLY ANALYZED.

"The United States Public Health Service's laboratory division in Atlanta is now compiling the results of its survey to test the accuracy of public health labs in diagnosing amoebic dysentery. The reports received thus far SHOW A WIDE RANGE OF ERROR.

"Many a reputation has been ruined, many a marriage destroyed, many a life shortened, many a savings account wiped out by erroneous laboratory

reports on syphilis and gonorrhea. During the last war a group of enlisted women in one of our military services were court-martialed and dishonorably discharged because laboratory tests indicated that they had contracted gonorrhea, which they had failed to report as required by regulations. A later check on the lab tests revealed that the bacteria in the specimens was not gonococci but a harmless organism which looks similar. The 'disgraced' women thereupon sued for and obtained honorable reinstatement in the service. But for that later recheck, they would have faced the future under a heavy shadow.

"Dr. R. A. Vonderlehr, who now heads the Communicable Disease Center in Atlanta, has pioneered in efforts to improve laboratory tests for venereal diseases. A dozen years ago he served on a special committee of medical scientists headed by Surgeon General Thomas Parran to conduct a survey of blood tests for syphilis. **THE COMMITTEE'S REPORT WAS A SENSATION IN THE MEDICAL WORLD.** It revealed that some labs were detecting syphilis spirochete in less than half the cases where the disease was present — thus depriving people wholesale of needed treatment. And positive reports were being sent out for many disease-free persons.

"Dr. Vonderlehr told me recently in Atlanta: 'I am convinced that laboratory diagnostic errors in many diseases are just that common — or more so — today.'

"The overdiagnosis of malaria in some southeastern states where it was once widely prevalent IS NOTORIOUS. Here is an amazing fact: Of twenty-eight thousand blood smears sent to the Communicable Disease Center to confirm suspected cases of malaria ONLY FOUR were found to contain malaria parasites!

"Experts on the Communicable Disease Center staff are often invited by public health officials to investigate epidemic outbreaks in their areas. These experts, in their rounds as trouble-shooters, have encountered an extraordinary number of what are called 'laboratory-manufactured' epidemics. Here are some recent examples:

"Two children in a large Montana town died of a disease diagnosed as diphtheria. Classmates, relatives, friends and neighbors were immediately rounded up and throat cultures rushed to two local hospital laboratories. The tests indicated that a large number of apparently healthy adults had 'diphtheria organisms.' They and their families were quarantined at once. Some families had to go on relief because their breadwinners were unable to work. Rumors circulated that the epidemic had been started by contaminated milk and one local milk deliverer was threatened with lynching.

"The Communicable Disease Center, asked to investigate the source of the epidemic, sent its epidemiologist, Dr. Martin Frobisher, Jr., to the Montana town. Dr. Frobisher examined scores of the throat cultures that were supposed to contain diphtheria bacilli. He found that they actually contained a harmless germ which, although it closely resembles the diphtheria bacilli, can easily be distinguished from the latter by careful tests. The quarantine was lifted. Nobody knows what really ailed the two children whose deaths touched off the panic.

"In 1948 an 'epidemic of amoebic dysentery broke out in a midwestern town. Within a three-months' period one local physician diagnosed fifty-two cases of the disease in his laboratory. The newspapers ran alarmist stories. An emergency call was sent to the Communicable Disease Center for an investigator and a doctor was rushed from Atlanta. He entered the local physician's laboratory just as the latter was examining a patient's stool specimen. The local doctor's diagnosis was amoebic dysentery. The Atlanta expert examined the

specimen, put it through more intensive tests and found that the parasites in it were a harmless type commonly found in human bodies. He then examined the stools of twenty-nine other patients diagnosed by the same doctor as suffering from amoebic dysentery; in only one case was the diagnosis correct. Scores of persons had been needlessly hospitalized for long periods and subjected to expensive treatment — because they were the victims of a false laboratory diagnosis.

"A number of laboratory technicians and even medical technologists are turned out by PROFIT-MAKING PRIVATE DIPLOMA MILLS. It is amazing how little supervision public authorities exercise over these institutions. The American Medical Association maintains a list of approved schools for medical technologists which meet minimum standards of training. This list includes more than four hundred schools, mostly conducted by hospitals. But hundreds of unapproved schools are still turning out ill-trained technologists and technicians.

"Most doctors can tell you of the 'sink test' devised by interns and residents to avoid lab drudgery. The sink test consists of DUMPING A SPECIMEN DOWN A SINK WITHOUT EXAMINING IT AND THEN FLIPPING A COIN TO DECIDE WHETHER TO SIGN THE REPORT 'NEGATIVE' OR 'POSITIVE.'

"But there is also plenty of room for human error EVEN IN THE BEST-STAFFED clinical laboratories. To begin with, the referring physician may not follow proper precautions in preparing and packaging his patient's specimen for delivery to the lab, thus precluding at the start an accurate lab analysis.

"Most doctors don't realize adequately the limitations of laboratory tests in diagnosing disease. They send their specimens to the lab and expect to get a completely accurate report on the nature and prevalence of the diseased organism. The fact is that aside from the many factors of human and mechanical error that enter into the picture WE JUST HAVEN'T DEVELOPED PRECISE STANDARDS OF MEASUREMENT IN MANY DISEASES.'

"Many laboratory tests for cancer ARE NOTORIOUSLY INACCURATE. NO DOCTOR — OR PATIENT — SHOULD RELY ON THEM ALONE. EVEN THE BEST CAN LEAD TO FALSE DIAGNOSIS unless carefully checked by clinical observation and other types of examination. ***** The two best (the Papanicolaou and Ayre tests described in the Companion article, Cancer of the Womb, October 1947) showed an error of more than four per cent, while the least reliable gave false results THIRTY PER CENT OF THE TIME.

"Lab tests FOR TUBERCULOSIS also show A HIGH PERCENTAGE OF ERRORS. Usually, of course, laboratory analyses are supplemented by X-ray tests and careful clinical observation of the patient by his doctor. But too often far too much reliance is placed on the laboratory test alone. Dr. C. H. Fish, head of the Communicable Disease Center's tuberculosis unit in Atlanta, told me that TB is commonly mis-diagnosed on the basis of a sputum smear test alone. Such tests are helpful aids in diagnosis, when supplemented by other laboratory or clinical examinations, BUT ARE UNRELIABLE IN THEMSELVES SINCE THERE ARE MANY ORGANISMS IN THE HUMAN BODY BESIDES THE TUBERCLE BACILLUS THAT CAN PRODUCE 'POSITIVE' STAINS WHICH MIGHT BE MISTAKEN FOR EVIDENCE OF TB.

"'There is a margin of from one to ten per cent error in stained smear tests for TB,' Dr. Fish says, 'That may not seem very significant — unless you happen to be among those wrongly diagnosed.'"

The treatment of any disease, by any physician, is based on DIAGNOSIS. His first obligation IS TO DIAGNOSE. If that is wrong, treatment is wrong. These quotations go directly TO THE VERY ROOT of the errors of medicine.

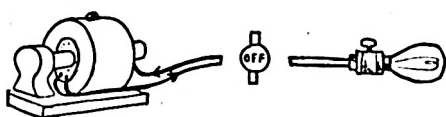
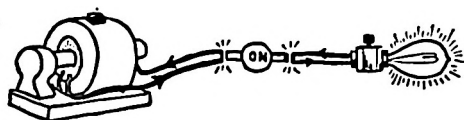
Albert Deutsch, author of MENACE IN THE MEDICAL LABS, and physicians quoted place responsibility for errors and deaths, for wrong and mistaken diagnoses, upon "under-paid and over-worked" — "work long hours" — "little or no thot for aptitude" — "profit-making private diploma mills" — "dumping a specimen down a sink" — "shortage of well-trained medical technologists" — "limitations of laboratory tests" — "bad equipment" — "crowded quarters" — "shortage of staff" — "lack of understanding between laboratory directors and their subordinates" — etc.

Blame is placed on equipment and people. Responsibility goes deeper than that! All this is used as a means to a desired end, viz., A CORRECT DIAGNOSIS. THERE CAN BE NO CORRECT DIAGNOSIS, no matter how perfect, how thoroly equipped the lab, or how competent the technicians. Search FOR DIAGNOSIS — which is an impossibility — is THE ROOT OF ALL MEDICAL EVIL. They seek DIAGNOSIS to reach TREATMENT. If DIAGNOSIS is impossible, TREATMENT is equally impossible. SYSTEM or METHOD OF APPROACH IS WRONG. If they would forget diagnosis, seek PRIMARY CAUSE, they could DO AWAY WITH INCORRECT DIAGNOSIS and be of healthful service to the sick. They have builded such a monumental and gigantic complexity of symptomatology, pathology, diagnosis, and treatment, that no amount of persons, regardless of equipment or competency of technicians, can wade thru the mess and mass and reach any SIMPLE conclusion. Medical men have been trying for 5,000 years to diagnose why the tail can't or won't wag the dog. They blame the flea on the hair of the tail of the dog for not stimulating the hair on the tail of the dog for not getting the dog to perform normal, healthy functions. Chiropractic begins at other end; head end; brain end; mental end; power end; the beginning; cause end. Get that end right, and dog will function normally, including tail end. Once one knows head end, one can forget and ignore tail end because it will take care of itself.

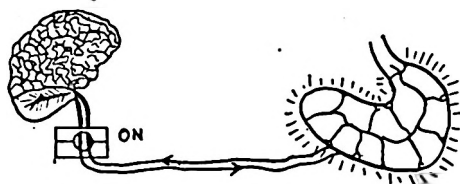
In the Indianapolis Star (Indiana) Jan. 27, 1915, we note:

"Dr. Emerson, Dean of the Indiana University School of Medicine, — explained that medical schools OF TODAY spend 85% of their time TEACHING THE STUDENTS HOW TO MAKE A DIAGNOSIS, THAT BEING THE VITAL PART OF MEDICAL PRACTICE."

And to whom do these conclusions apply? To Austria, Egypt, South Africa, or United States; our State, County, and City? YOU are people upon whom mistakes occur. And it is such errors they try to compel us to accept whether we will or not; like it or not.



of MENTAL currents in man. Simplifies, doesn't it? Chiropractor, instead of being a "wonderful person" doing "uncanny things" is



a common man understanding a common principle. Chiropractor, with his idea of spines with and without a subluxation, is an electrician dealing with intellectual currents. When you tell him your "stomach room is dark" he knows JUST WHICH BUTTON in this lineshaft is wrong, and he knows HOW to turn on that button. When that button is in position, then the window is open, currents flow forward to organ connected at other end, and stomach lights up (function is restored). It may take two or three weeks, or even longer, to turn on the full current, for in the human family these vertebrae sometimes become distorted and misshapen. FIRST, LAST, AND ALWAYS, THAT IS ALL CHIROPRACTOR HAS TO DO WITH YOUR BODY — TURN ON THE BUTTON — ANYTHING MORE THAN THAT IS NOT CHIROPRACTIC.

You tell him the basement (bowels) is dark. He finds the button, gives that Chiropractic-twist-of-the-wrist, and current is on;

To better explain practical application of this summing up of currental ideas of man, let us ask: What is an electrician? He is a man who understands creation, transmission, and expression of electricity. What is a Chiropractor? He is also a man who understands creation, transmission, and expression



basement is lighted. You tell him you have rooms in your garret to rent (he sees without your telling him). He knows where your "garret" button is; adjustment is given, current flows freely, and your garret is lighted with clear, beautiful thots. He knows every room in your body and he knows where THE button is that turns on current to that room, even tho it be at some distance from the button. Tell him you have a growth on shin, or constipation, and he knows where THE button is. God made this button for use of electrical-mechanism (Chiropractor).

Speaking of simplicity of work and in doing what is necessary and more-than-is-needed, reminds me of a visit to a three-story brick building in Los Angeles. This man had a museum of clap-traps, shakers, stretchers, bakers, soakers, rubbers, electricity, heat, motors — everything money could buy. Among the rest was Chiropractor's adjusting table. As we went thru, he assured us everything was good for rheumatism; each, as applied, would cure disease. Finally we asked if Chiropractic adjustments were good for rheumatism. He answered in affirmative. Asking him, then, "If a patient were to come in now and he had rheumatism, WHICH ONE of these many things would you give him?" he replied, "I would close my eyes and use first that came to my mind!" This is the way of the mixer — he has so many things that are not so, he must follow this form to "do something." He who relies on ONE method does so knowing it is right, just, and will do what he claims, because he has confidence in it and believes in himself.

Sometimes this turning on of a button gets quick results. We remember one patient who entered our clinic who stated he had been constipated for 20 years. A vertebra ("button") was adjusted ("turned on"). Next evening, his report was: I did not know whether or not I would get here tonight. It cost me twenty cents street car fare from time I left home."

Uncle Julius was the factotum of an old Virginia home near Lynchburg. Senator Daniel described the establishment of an electric light plant in the old home, and how carefully the young master of the estate explained everything about it to the old servant, and then asked: "Now, Uncle Julius, do you understand all about it?" "Yes, Marsa Chollie, I understand all about it now — ceptin' what makes de kerosene slip through sech little wiahs."

We use the term "disease." "Dis-ease" implies unequalness of quantity of current, per time, thru given amount of matter. Chiropractor turns on button and makes possible "not-ease" to "ease", by restoring currents to all portions. For instance, you have appendicitis. He knows specifically when, how much, and where to turn on button to restore condition of "health". It isn't necessary to go to Chicago for a surgeon, to Africa for horn of a rhinoceros to grind to a POWDER, to SKIES FOR ITS ELEMENTS, to gather growths upon its surface, nor to dig down miles to get substances from Mother Earth, to enable any man to turn on a vertebral button. Go to any specific, pure, and unadulterated Chiropractor (defined according to former definition) AND HAVE HIM TURN ON YOUR BUTTON — don't permit him to do anything else — "more" is unnecessary and a waste of your and his time.

To study man, observe men. Don't reach conclusions from a DEAD man as to what a LIVE man should do. If you study death, don't look at a live man. Always study his counterpart if you want to conclude what he is. In dealings with LIVE MEN, Chiropractors ARE GIVING TO MEN MORE LIFE. We take men almost dead and bring them BACK to life; we adjust the man half dead and half alive. Clinically, the ideal man does not exist. We assume the ideal man in a normal state so we may have a standard toward which to work. Chiropractor is not dealing with dead bodies. We don't like death in any form. We abhor retrogression. We hold degeneration with horror. Anything which tends toward death, we work from. We desire to live and be alive, study what LIFE is, where it is, where it comes from, how it gets here, how it works, where it works, how it gets to places that need it, study what places need it, and ways and means of getting it from place where it comes from to place where it must go. We raise questions around life — not death. Where death comes from, is immaterial. If we know where life comes from, that is sufficient. CHIROPRACTIC IS THE STUDY OF LIFE.

Physicians dissect bodies, study symptomatology, degeneration, decomposition, decay, pus, paralysis, cancers — forms of things DEAD. They study appendix as they cut it out, and when dead. Death is the object, consequently too often the goal of their study. Naturally, they can reach but one conclusion when they get thru with their patient — death. Physicians may be divided into two classes: radicals who kill you; and conservatives who let you die a natural death "with the best medical aid."



Who feeds you? Who gives you water to drink? Who lives for YOU? You do these things for yourself. Then ask yourself who will get you well? It is conceded that every seven years you grow a NEW body. How old, then, are you? You grow a finger-nail every eleven months — how old is your finger nail? Is it not true that a baby is grown from gestation to maturity in nine months? It is this regrowing process that continues from birth to death — faster at birth and slower at maturity, and slowest at “old age”, which Chiropractors utilize when permitting normal current to flow unmolested. No person ever got “well” in a minute, where it necessitated a reconstruction of tissue. It takes TIME to grow tumors, to GROW rheumatism or any other “chronic” incoordination. Where it is “acute” it is subject to being QUICKLY changed. It takes time to form a chronic condition, it takes time to RE-GROW back to normal.

How frequently we hear a physician say: “Don’t worry, I WILL CURE you,” or “The MEDICINE WILL CURE you,” which shows he places great credence in HIS power or that of medicine. WHO, in reality, does THE CURING? Assume some of HIS people get well — where is that force, power, or Divine Nature that does it? Is it incorporated in the second-materiality such as ragweed, or Educated-man who went to college for knowledge? Suppose patient is ignorant, falls and fractures a bone. He is miles from and never sees a surgeon. Who heals and unites the fracture? That which CURES must come FROM WITHIN THE PATIENT outward to where his troubles are. It can never come FROM WITHOUT AND GO INWARD and do ANY good. When Chiropractor has adjusted subluxation, he does this solely that curative-human-electricity may flow from mind-in-his-brain to function-in-his-muscles, that PATIENT MAY CURE HIMSELF. Neither medicine, physician, nor Chiropractor can do that.

Electricity is one science and art which is, in measure, a counterpart of many things of man.

After you have made the clearest and most concise explanation of man, his origin, conception, detailed construction, matter and how it works, source of his life and its manifestation; physiological cycles, pathological interruptions, traumatic subluxations and their adjustment, etc., it is more disconcerting to be met with the comforting remark, “After all, you don’t know much about a human body, do you?”

Average physician forgets 90 per cent of what he learned in college before he becomes of value to man he is called to see. Average human-electrician worries little and knows nothing about nature of life force for which he makes possible avenues of expression.

A few years ago, Franklin flew a kite, struck a key to his string, and had electricity. Even Franklin was reviled and ridiculed, scoffed at and scorned, because he dared suggest that in those clouds was AN UNTAPPED RESERVOIR which could be brought to earth and utilized, and it lay almost dormant until Thomas A. Edison made light of it! D. D. Palmer and B. J. Palmer were betrayed by fellow men because they dared assert man can be his own electrician, and in his brain is all the human-electricity to take him from every step of superstition and ignorance into all light necessary to make him a full-fledged manly being.

J. C. Cunningham, M.D. (London) said:

"Many distinguished scientists have lately come to the conclusion that life, the vital force which actuates all living animals and plants, is either electricity or some force so closely resembling it that it is impossible to distinguish between the two. A SUFFICIENT SUPPLY of the life force produces a perfect animal or plant, while A DEFECTIVE SUPPLY leaves a creature weak, diseased, and inefficient for its place in nature.

"If electricity is life, then we can understand that it would promote perfect development. THE PROBLEM IS HOW TO CONVEY ARTIFICIALLY PRODUCED ELECTRICITY INTO A BODY so that it will become life, and this appears to have been solved in Stockholm.

"There must, however, be many children who lack sufficient life to reach healthy conditions. We must look forward to reaching a higher standard of perfection than any yet attained. To supply new life force in such cases is the object of the Stockholm experiment."

(Extract from a recent lecture delivered in London.)

If vertebral subluxation is primitive and prima-facie cause of ALL dis-ease, why was it never discovered before? The world is millions of years old and electricity was not discovered until Franklin's time; wireless, until Marconi developed it; America, not before Columbus; blood circulation, until Harvey; automobile, until 1870; airship, before 1900; Chiropractic, until 1895. To say that "if it had been good it would have been discovered ere this" is equivalent to saying "all that was good was known years ago", which is another demonstration that progress is at an end and all worth knowing has been known; worth writing has been written; worth thinking has been thot." The obvious is the last we think, see, or do.



It has been only last 100 years that anything theoretical has been known of electricity, and only last fifty years anything practical has been done with it; only last ten years it is being applied to uses of every-day home life. It seems peculiar that man jogged along for thousands of years without this old-modern or modern-old convenience. It has always been ready for man, but man was not ready for it; nor did that man live who could adapt it until a few years ago.

So does man absorb his power from somewhere — what this power is, we do not know. What elements it is composed of, where this reservoir is that man taps for his uses, how large reserve is, we don't know. We can presume and assume, and perhaps reach a conclusion to us — not conclusive to anyone else. To express this reservoir in thots, in comprehensive form, seems impossible; nevertheless, man taps it. He is in contact, for no matter where man goes, he gets it. All we

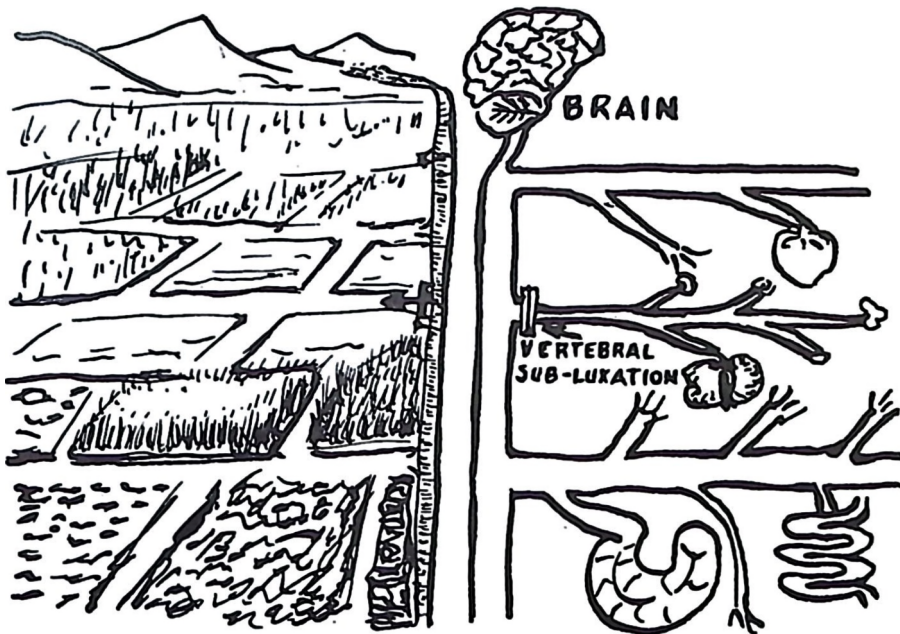
can do is know that it does, make it possible. It THEN does its duty — sees that "manifestation" is perfect.

Why wasn't commercial-electricity discovered six thousand, three thousand, five hundred years ago, by some former resident? We do not know why it had to wait for Franklin or Thomas A. Edison; or why man had to jog thru this world thousands of years without knowing something practically mechanical about human-electricity. We offer no excuse, except he was not intellectual enough to "Know thyself."

Today we utilize electricity in every home — not only for light, which was its first conception — but also ironing, cooking, soldering irons — every conceivable way. We are dawning upon an age wherein every man will know about intellectual currents in his body, where he can turn on cycles needed in arm, turn on current

not doing its duty in femur where it is broken; where he can utilize self-made electricity. Man is beginning to see the dawn of his "home-made" possibilities which have been brot Chiropractically to his notice.

As we look back one hundred years, how did people light homes? Perhaps it was tallow dip, wax candle; a few years later, kerosene lamp, greasy, dirty, smelling thing, with black chimney that was a nuisance. Those were inconveniences, and even then there wasn't much light. Today, desiring light, we step to wall and SNAP on a button. Here is light, quick as a flash, clean, brilliant as occasion demands; all because man knew that up in clouds was an untapped reservoir of tremendous light and power, and studied HOW to tap and utilize it, and WHAT to accomplish with it when he had it.



Progress of the world in last fifty years, with possibilities of electricity, is more than in three thousand years preceding. We are stepping on the ragged edge, yet we think we accomplish wonders. Man has wiggled along for thousands of years, held back, inhibited from a lack of use of human current. As soon as the Chiropractor gives it to the world, it will go ahead in every commercial enterprise, philosophy, art, and science.

Man is on the border-line of possibilities that have been dormant until he could tap HIS reservoir and let the powers work. Chiropractic is the SCIENCE of studying HOW this can be done; it is the ART of doing it; the PHILOSOPHY of WHY we should. The world will grow more in possibilities of its men and women in next fifty years than in last three thousand, because it has knowledge and application of internal electricity. We are working for progress of the world, same as when Edison's ideas were practically appreciated and utilized the world went ahead, and so with human electricity — when appreciated and utilized inhabitants will grow.

It is so wonderful a revolution of that that none grasp its significance. It was only a few years ago oil lamps were only thing used for illumination. Today smallest villages have complete electrical equipment.

Medicine has been in vogue for thousands of years. "Take something, give something, DO SOMETHING from outside; when you have a disease, stimulate or inhibit it." In 1895, a science was founded by man without college degrees, with common education, who said, "Man is electrical. Turn on the button and make him well." It will wipe the slate of treating effects, because this work goes to cause. It is wonderful to Chiropractors that today this work is understood. It is marvelous to think that with accumulative medical educations, their profession has gone thousands of years without getting on to this little hint.

Today we stand on the threshold of grasping one of the biggest revolutionary thots. People say, "What do they say?" Let them say! But people will talk things they don't know, hence we explain.

"Your school training is insignificant; it isn't long enough. You don't have enough subjects in your curriculum. You should teach ALL fundamental subjects such as anatomy, physiology, symptomatology, chemistry, bacteriology, etc. Your course hasn't enough academic hours; it is too short. You surely can't claim to properly qualify a man to do all you say in short time you do." These and many arguments are of daily occurrence. This is based upon assumption that standard of "science" of medicine has many subjects, has thousands of academic hours, puts in many hours. In fairness, what have they to show beyond a mass of theories? Where are their cures? Dis-ease everywhere, of every kind, is notably on increase per thousand. Where is value of all they possess? They say that if our course is one-half of theirs, we can do but one-half as much. This would be true IF hypotheses were the same. Chiro-

practor can put in far less hours, study a very few subjects, and, while he may have less in his head, he will do more with his hands, his patients will get 1,000 per cent more profit on their investment. What is the acid test — a great deal a physician has in his head that isn't so, which he can't give to patient; or little a Chiropractor has in his head, which IS so, which he DOES give to patient?

Physicians study "science" which consists of a great many things, few of which are so. It takes a long time to learn a great deal that isn't so, because they train themselves to a very high educational standard to understand ultra-ignorant history. There are 18,000 diseases; hundreds of thousands of prescriptions, millions of theories — all takes years. How do they manage to get over it in two years "prep", four years in college? They don't — for they "practice" all their lives.

Things medical go by opposites. "You have caught cold." No — heat has caught you. Isn't cold in head an inflammation? Did you go after it, or did it come to you? "Take Epsom Salts; it will move bowels." No! — isn't salts an obnoxious material; hence bowels affect the salts and with it goes fecal matter? "Drugs will cure; cut out the part to get well." No! — we get well only as we let alone drugs and razor-edged scalpels. We get well in spite of physician or surgeon. "Our lives depend upon them." No! — they would die without us. "Germs cause disease." No! — dis-ease causes germs. It's another instance of "science" that exists by and thru the paradox; opposite is always true.

Contrast this with a student who studies man; in home, office, and shop; reasonable, living, thinking being, and how he expresses Divine Energy, how the spark moves him when it arrives. He needs know but a bit about manifestation of God's will and desire; its absorption into a unit; its transportation to parts thru nerves; something about paths of these nerves. He needs to learn 34 places where there may be obstructions, and how to adjust them if such exist. More than this is superfluous, altho superfluous usually is thrown in to give full measure of time. The PSC teaches many unnecessary subjects; studies which student of man would be better off without. We do so, that the ignorant student may talk as ignorantly upon ignorant subjects as the ignorant physician. We educate fools, that fools may talk as foolishly with other fools upon same foolish subjects. Does it need take much time to be a good human-electrician?

You have all health, wealth, and happiness within yourself. If sick with rheumatism, you are sent to springs for baths and to drink water — providing you are rich. If poor, it is bottled and delivered to nearest drug store at home. Getting well (?) is a question of bringing the four corners of world, its earthy growths, denizens of the deep blue sea (cod-liver-oil), or something may be dragged out of heavens to you at home, or you go to where it may be.

Man has one Source-God, about whom we don't need know, altho it wouldn't hurt majority; two diseases; two principles of retroaction; two buttons to adjust; one way to do it. Does that need a superabundance of instruction and time? Any person who understands commercial-electricity is an apt student of human-electricity; any man, woman, or child who can turn on electrical buttons can do as well for man.

The cry of the present world is for electricians — commercial and human, that either may better fit the other for their duty.

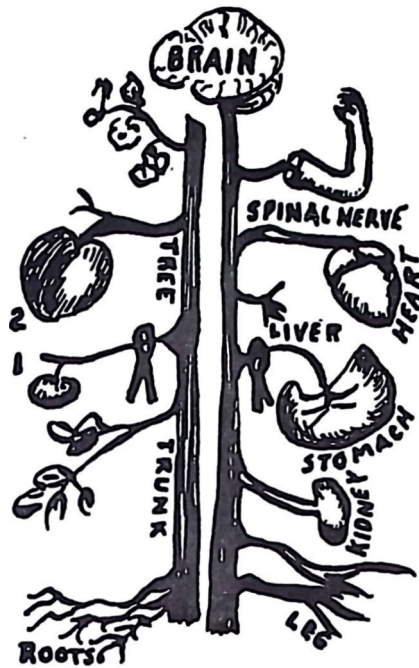
Two Germans standing in front of a saloon noticed a Dachshund close by. Said one: "Is das your dog? Den vy he don't recognize you?" Said the other: "He has recognized me, but the thot hasn't had time yet to get from his head to his tail!" They were thinking Chiropactic philosophy, but didn't know it.

There is the keynote of Chiropactic. It is a conception, an understanding, a knowledge that man is electrical; that his spine is the keyboard upon which the Chiropactor plays in adjusting buttons which permits a liberated current to go to every portion of his anatomy, restoring abnormal man to a well man. We can consider it, understand it the best we can, and work with it.

No medical school teaches these ideas. They don't believe them. They would be ashamed to admit these "theories" were a part of medicine. We would also be belittled to admit that anything quite so good was a part of medicine or osteopathy. They are too PRACTICAL to belong to either. No physician or osteopath practices these ideas; he does not turn on spinal buttons; he has not been taught about such or how to do it. Studies necessary to understand this fundamental are not taught in any medical school; they are properly explained only in The PSC. Patients have never had such work done to their body by any physician. The giving of medicine into their system, per mouth, rectum, or injection, is not turning on buttons. Ripping open abdomen, taking out organs (motors), is not restoring currents. Medical men professionally hoot at this principle, but they legally TRY to steal everything new

and valuable. No osteopath has been taught to do this work — his basis is same therapeutical “stimulate or inhibit blood flow”, etc., which medical men believe; hence it would be MOST unjust to accuse any Chiropractor of practicing medicine, surgery, obstetrics, or osteopathy, when he was only snapping spinal buttons unknown to those professions.

We readily understand how these two men, side by side, envy each other. Medical man is educated to superlative nth degree. He has precedent; glory of the dead; public common-consent; mysteriousness of ages; credulity of masses; dead man’s shoes; majesty of statutes; much-blow-and-little-delivery surrounds him. He is master of the strategical campaign for self-preservation.



Chiropractor knows little, and knows he knows little; but what he knows is practical. He has no hoary precedents to back him. He stands alone with a new and better hypothesis. Simplicity is with him, which is a modern creation rather than an aged one. People hold him aloof, statutes are against him in theory and practice. He says little but does much — he has a position yet to win.

The ONE has been in practice for years. He is surrounded by failures. His graveyards are filled. His obituary record is monumental. Scars and cicatrices are on streets by thousands. Patients are begging for that which he can’t give.

The OTHER has recently entered this territory. He is an unwelcome interloper. He comes in defiance of statute. It is of him these failures beg relief, comfort, less pain and misery. He takes them one by one, turns on human electricity, reconstructs them from within. They get well and bless him.

Is medical man glad; happy; satisfied to think that at last SOMETHING has arrived that will do what he can’t? Nay, Nay. He socially ostracizes; theologically damns; secretly blackballs; denounces thru press; objects by legal indictment; fights with mad-

dening precedent; fines and imprisons, if possible, the deliverer. There is only one way in which the unionized and monopolized M.D. can eventually and finally get rid of this "scab" competition — CURE HIS PATIENTS.

The fundamental basis of Chiropractic, restoration of currents by adjusting spinal buttons and opening windows, is different from "sciences" (?) of medicine or osteopathy. No medical or osteopathic examining board has a knowledge of the art, science, or philosophy of Chiropractic; therefore, if we did apply to medical or osteopathic boards for state examination in Chiropractic, they could not give it. They cannot examine upon things they do not know. No Chiropractor uses instruments, tables, medicines, or other apparatus like any medical or osteopathic doctor. Any attempt to classify him thereunder is to try to get rid of him from their three-cornered field.

In our rambles around this globe, we have met GREAT men. We call them such, because you do. They are not great — they are simple; as common as exists. They are simple-minded. Recall BIG men of your neighborhood; are they not of same calibre?

Cast your mind over those principles which have made the world jump forward: steam, electricity, automobiles, air-ships, etc. What are PRINCIPLES involved? Evaporation, absorption, locomotion, combustion, gravitation, etc. Simple, when you resolve them to analysis.

Anything which is so complex that AVERAGE mind cannot grasp when explained — that complexity is its downfall, BECAUSE "average" is in majority. More complex, more wrong and impractical it is, because confused mind that can complex a complexity is in minority. More simple, more truthful and needy. Henry Ford introduced one of the simple machines — therefore, there are millions in it.



Medicine is most complexed. Being wrong, it multiplied its complexities in vain endeavor to get somewhere with something worth while which would deliver what people paid blood-money for. Chiropractic is the most simple study of action. Being right, we have worked for the obvious and found it. It can be explained to everybody. They understand, because it tells things they already knew but didn't know they knew until rearranged into such form that their simple minds could see its simplicity. Therein is greatness of it and them.

As individuals and as a profession, medical theory and its practice have been stimulated and inhibited by contracting and relaxing periods for centuries. At no time has any conception come nearer to epiphery than its periphery. Perspectively observed, this destroyer of mind-matter integrity is anatomically ankylosed. They suffer from physiological exostosis. They cramp with pathological-professional-paralysis. They congest with spasmodic chemical injections and ejections. They are therapeutically hypnotized with auto-suggestion. Hygienically, they abort book-bugs and microscopic-microbes. Surgically, they separate soul sanctity. Embryologically, they conceive a trust that obstetrically delivers infantile conceptions worth hypertrophied finances. And, over all, they secrete and excrete a code of ethics which assimilates a private wrong into a public right. They dare not strenuously break out with a rash breech-presentation, for fear of rupturing an arterial-contracted thot; straining a ligamentous idea; inducing an acute attack of apoplectic opinion; fracturing chronically-made custom—all because they were taught to believe what he was taught, which teachers before them read from books which others wrote, which they learned from a man who believed what they were told, after his instructor read from still another book, all meanwhile based on the same materialistic belief—ad infinitum, ad nauseum.

They progress mentally with more sickness muscularly. They advance theoretically without advancement practically. They “improve” human bodies, in their minds, but leave them worse organically and functionally. They accumulate a store of knowledge which spoils in survival value application. They possess a magnificent imagination, but deliver less now than ever before. So great is what they conceive that they dissect it, each allotment of which is a life long specialty before which no man is capable of getting it all or knowing all of any branch; the most helpless is he who knows most about a segment; most beneficent is he who knows least about the whole, but, in spite of odds, uses common sense. It would be idle gossip to say they had not labored but developed product is an increasing series of ripples which enlarge from pebble thrown in ocean of existence rather than towards it. Marvelous progression, professionally; stupendous stagnation to human family.

Failing, as he must, to stop uneducated from reasoning contradictory in their endeavor to get well, he appears with his bulk of ages and passes legal boa constrictor around his adversary, little realizing that muscle is made by use of muscle; superhuman strength is realized when necessity gives it leeway. Thus struggle goes on, with free-thinker in the ascendancy.

The "secret of medicine" lies not in what to believe or do, but in what NOT to believe or do. Today there are so many theories of dis-ease that the physician cannot believe all. In what he DISCARDS does he show judgment. There are so many prescriptions for each disease, that he knows not what to give. That is why that physician is best educated who knows least and gives less. A physician becomes dangerous in ratio as he thinks he understands theories, tablets, and teaspoons.

Success of Chiropractic is in that we have so little to know or do that we have nothing to throw away or waste in process of addition or elimination. We know facts and where to do; we do it, and one result can and does follow.

There are laws to govern practicing (and it is "practicing") of medicine, surgery, obstetrics, and osteopathy. The more strict these laws, better off will be people. Trouble today is that these laws are lax. Chiropractor needs never trespass to make good. If M.D. or D.O. NOW wishes to call us "brother", it is such legally — not professionally. Legally we are told we infringe; professionally these men are ashamed to acknowledge a single principle we ardently advocate.

We said, sometime ago, that in theory education was on the upgrowth; we did not pretend to know all that was to be known; there was much to be taught which never has been; there was much to be done which never has been; but we also said in PRACTICE opposite is true. Here we have convincing proof. Medical man and osteopath believe they have everything worthwhile and refuse to let anything new have hearing; or, what is worse, let people try it at their own request, expense, and risk. They assume to be honest-to-goodness guardians of people, and won't let you use any judgment in the matter. If, by chance, you tried it, found it good and practical, even THEN your rights and privileges are questioned. Education is limited — in theory — but education was long ago complete — in practice. EVIDENCE IS BEFORE YOU.

Upon what grounds would physician charge infringement? That of "practicing medicine, surgery, and obstetrics (or osteopathy) without a license." Here and there a Chiropractor is being arrested under the direct charge — "practicing medicine, surgery, or obstetrics without a license, FOR A FEE." Say you, "He does NOT give medicine, neither has he ever used a knife. I have taken osteopathic treatments and his method is far from being the same."

You have yet to learn "the practice of medicine" is of TWO kinds: 1. PROFESSIONAL DEFINITION which consists of things they were taught in school, ideas they believe in theory, and substances they give while in "scientific" practice. 2. LEGAL DEFINITION which consists of ALL ideas and practices they wish to stop, in competition; dollars they desire in preference to seeing them leave them; hankerings to uphold precedent even tho wrong, that all might die exclusively under "the best medical talent", even tho patient "couldn't rally after a most successful operation."

Is Chiropractic medicine? We read the following extracts taken from the Official Journal of the American Medical Association, April 11, 1914, to get the answer:

"CHIROPRACTIC

"Chiropractic is a freak off-shoot from osteopathy. Its followers assert that disease is caused by pressure on spinal nerves and can be eradicated by 'adjusting' the vertebrae. IT IS THE SHEEREST KIND OF QUACKERY, PRACTICED LARGELY BY MEN WHOSE GENERAL EDUCATION IS AS LIMITED AS THEIR KNOWLEDGE OF ANATOMY, and who are profoundly ignorant of the fundamental sciences on which the treatment of disease in the human body depends. Chiropractic is taught—heaven save the mark—on the mail-order plan. The modern medical school requires that its matriculants have a fairly good general education. The so-called "colleges" of Chiropractic matriculate anybody who can pay the fee. The medical school requires, in addition to a good preliminary education foundation, four years—in some cases five—of hard study with much practical work before granting the degree of doctor of medicine. The Chiropractic "schools" profess to teach individuals how to treat disease by a few weeks' mail order instruction. Study the advertisements of any concern that professes to give a "course" in Chiropractic. Send for the advertising matter and obtain the follow-up letters by which these alleged schools obtain "students." The keynote of every piece of advertising matter that emanates from these sources is that there is 'big money' in Chiropractic. CHIROPRACTIC IS IN NO SENSE A PROFESSION. IT IS A SCHEME BY WHICH SHARPERS INDUCE MEN, GENERALLY OF LITTLE EDUCATION AND WITH A DWARFED SENSE OF MORAL OBLIGATION, TO LEARN THE TRICKS OF A DISREPUTABLE TRADE-QUACKERY."

(A.M.A. Journal, April 11, 1914.)

If medicine and Chiropractic ARE the same—as is attempt to be proven, by law, then as Chiropractic is "the sheerest kind of quackery", is not this a reflection on their own? Parentage should never deny offspring, even tho idiotic.

Following quotations from A.M.A. Journal of October 31, 1914, P. 1596:

"Absence of Bony Pressure on Nervous Structures in Man.

"To the Editor: My book, 'The Intervertebral Foramen', was reviewed in The Journal, April 25, 1914, p. 1353. In this work I attempted to give an exhaustive description of the normal histology of an intervertebral foramen and

its adjacent parts. The foramen described and photomicrographs shown were from the cat, as was stated in the text.

"I have been in receipt of many letters and inquiries asking if these findings could be relied on to be identical with those of man. In order to answer this question scientifically I undertook a microscopic study of several different foramina and adjacent parts in man. These investigations corroborate those described in the original work. While no two intervertebral foramina have been found identical, they all appear to have a general structure very similar to the one described. However, the nervous structures in man are the same as in the cat. Therefore it would appear that they are even better protected from bony pressure than was the one from the cat. —Harold Swanberg, Chicago."

"(Comment — This scientific study shows on what a slender foundation are built up such cults as chiropractic, etc. — Ed.)"

The "(Comment —)" is from the pen of the "Ed" of the A.M.A. Journal. Fundamental of Chiropractic is BASED upon hypothesis of vertebral subluxation occluding intervertebral foramina, constricting nerves, hindering normal flow of mental impulses — human electricity — from getting from brain to body. Note how medical "science" ridicules the hypothesis. Is Chiropractic medicine? YES, according to same authority — AS A QUESTION OF STATUTE.

Following statement is taken from "Brief, Argument and Authorities for the Affirmative; (The State Medical Board) by Loesch, Scofield & Loesch, Attorneys for The American Medical Ass'n."

"The Legal Aspects of Chiropractic.

(P. 3). "Its teachers and followers insist that Chiropractic differs widely from osteopathy, although superficially there might SEEM to be a strong resemblance. IN THIS ASSERTION THE CHIROPRACTORS APPEAR TO BE RIGHT, AND CHIROPRACTIC MUST BE REGARDED AS DISTINCT FROM OSTEOPATHY.

(P. 4). "***** thirdly, we will attempt to show that Chiropractic DOES NOT COME under the osteopathy act, nor within the exception in the Medical Act in favor of osteopaths, *****."

(P. 78). "But if, as a matter of FACT, Chiropractic differs from osteopathy, not only in name, BUT ALSO IN SUBSTANCE, PRACTICE, AND THEORY, to any appreciable extent, then we say that CHIROPRACTIC DOES NOT BECOME ANSWERABLE TO THE OSTEOPATH ACT, *****."

(P. 79). "To settle the question of fact, we must refer to our 'Statement of Facts.' Here we find BOTH CHIROPRACTORS AND OSTEOPATHS UNITING IN THE COMMON CRY THAT OSTEOPATHY AND CHIROPRACTIC ARE SEPARATED BY A GULF AS WIDE AS THE ATLANTIC.

"Irrespective, however, of their own bare statement, we believe a COMPARISON of the two systems will show THAT THEY ARE BY NO MEANS THE SAME.

"These differences are some of those which EVEN A LAYMAN not learned in the science of healing, may detect; no doubt an expert in that science could point out others. These, however, are sufficient TO PROVE OUR POINT THAT CHIROPRACTIC IS NOT INCLUDED WITHIN the restricted meaning which must be given to the word 'osteopathy' *****."

Chiropractors are being arrested, charged with "practicing osteopathy, without a license, for a fee," in those states where osteopaths have secured special legislation to protect their work from encroachments of medical men.

Osteopaths came and made a distinction, saying they did not "prescribe, teach, or use drugs". THEY now assume ANY system which attempts to treat disease WITHOUT THE USE OF DRUGS is practice of osteopathy.

As a question of science, there can be distinctions between methods which do and which do not use drugs; there can be equally, if not greater, scientific differences between systems which are drugless, e. g., osteopathy and Christian Science. Neither uses drugs, but are they same in principle, theory, or practice?

As argument rarely settles a question, let us hope that evidence will. We quote from communications from every osteopathic school then in America, some of which have since closed, but evidence is substantiative that Chiropractic is NOT osteopathy:

Des Moines Still College of Osteopathy, Des Moines, Iowa, March 20, 1913.

"With regard to your other question AS TO WHETHER WE TEACH CHIROPRACTIC, MUST SAY WE DO NOT—hence, while we do use mechanical therapeutics, WE ARE IN NO WAY TEACHING CHIROPRACTIC. Des Moines Still College of Osteopathy, D. S. Jackman, Secretary."

"Osteopathic Association of the State of California, San Francisco, Cal., Jan. 7, 1907.

"Your letter making inquiries CONCERNING CHIROPRACTIC has just been received. IN REPLY I WILL STATE THAT WE DO NOT TEACH IT IN OUR COLLEGE. IT IS NOT TAUGHT IN ANY OF THE OSTEOPATHIC COLLEGES. Effie E. York, Dean of Cal. College."

"The Pacific College of Osteopathy, Los Angeles, Cal., January 9, 1907.

"YOU ASK FOR THE DIFFERENCE BETWEEN CHIROPRACTIC AND OSTEOPATHY. BRIEFLY STATED, I THINK THE DIFFERENCE IS THAT THE CHIROPRACTIC IS A MECHANICAL MANIPULATOR WHILE THE OSTEOPATH IS AN ALL-AROUND PHYSICIAN. —C. A. Whitting."

"Southern College of Osteopathy, Franklin, Ky., January 6, 1907.

"We will state that WE DO NOT TEACH CHIROPRACTIC IN OUR COLLEGE, NOR IS IT TAUGHT IN ANY REPUTABLE OSTEOPATHIC SCHOOL. WE ARE NOT ABLE TO TELL YOU JUST WHAT IT IS, AS WE DO NOT KNOW VERY MUCH ABOUT IT—IN FACT, IT IS NOT KNOWN OVER THE SOUTH AT ALL. Southern College of Osteopathy, W. J. Gooch, Business Mgr."

"American School of Osteopathy, Kirksville, Mo., Jan. 5, 1907.

"WE DO NOT TEACH CHIROPRACTIC, NOR DO WE KNOW ANYTHING ABOUT IT. —Warren Hamilton, Sec'y and Treas."

"Still College of Osteopathy, Des Moines, Iowa, Jan. 5, 1907.

"CHIROPRACTIC IS NOTHING MORE THAN MASSAGE. DON'T TAKE IT UP. DON'T LISTEN TO IT. DON'T PAY ANY ATTENTION TO IT. IF YOU DO, YOU WILL MAKE THE MISTAKE OF YOUR LIFE. ***** CHIROPRACTORS TRY TO MAKE IT APPEAR THAT IT IS THE SAME, BUT THIS IS NOT CORRECT **** WE DON'T TEACH CHIROPRACTIC. W. E. D. Rummel, Sec'y-Manager, Still College of Osteopathy."

"Osteopathic Association of the State of California, January 9, 1907.

"In our College we teach ONLY osteopathy—and have nothing to do with Chiropractic—some one has misinformed you. Effie E. York, Dean of the California College of Osteopathy."

"Southern College of Osteopathy, Franklin, Ky., January 8, 1907.

"Replying to your inquiry of recent date, WE BEG TO ADVISE YOU THAT WE DO NOT TEACH CHIROPRACTIC IN OUR COLLEGE, NOR IS IT TAUGHT IN ANY REPUTABLE OSTEOPATHIC SCHOOL. Southern College of Osteopathy, W. J. Gooch, Business Manager."

"American School of Osteopathy, Kirksville, Mo., Dec. 29, 1906.

"WE DO NOT TEACH THE SO-CALLED SYSTEM OF CHIROPRACTIC, NOR CAN WE TELL YOU ANYTHING ABOUT IT. I DO NOT KNOW OF ANY ONE WHO PRETENDS TO TEACH IT, EXCEPT THE SO-CALLED SCHOOL AT DAVENPORT. — Warren Hamilton, Sec'y and Treas."

"Massachusetts College of Osteopathy, Boston, Mass., January 7, 1907.

"Yours of January 2nd received. In reply would state that THERE IS A WIDE DIFFERENCE BETWEEN OSTEOPATHY AND CHIROPRACTIC ***** The other is not a system ***** WE DO NOT TEACH CHIROPRACTIC AT THIS SCHOOL. Massachusetts College of Osteopathy. Howard T. Crawford."

"Philadelphia College and Infirmary of Osteopathy, 832 Pine St., Philadelphia, Pa. December 4, 1913.

"Mr. Leo Ellis, 159 Joralemon St., Brooklyn, N. Y.

"My dear Mr. Ellis: WE DO NOT TEACH CHIROPRACTIC AND IT IS IN NO SENSE OSTEOPATHY. Respectfully yours, (Signed) Arthur N. Flack, Dean."

Medical men and osteopaths have state statutes to "protect" themselves against indignations of their experimented public. Chiropractors now have similar statutes—their science being JUST, they have nothing to fear by competition. Chiropractic science, being different from those practiced, cannot be said to be contrary to law. Chiropractor has no regulations to violate, statutes have been made to protect Chiropractic, hence we now have violations to answer to. Murder is not a statutory crime until each state forms "law" which so specifically states.

If ANYone snaps on vertebral "buttons" and it is a wrong thing to do, we could not have a "button" criminal until somebody snapped on buttons without permission of the state; and no state would put such tyrannical restrictions upon doing good.

"Why doesn't Chiropractor buy a license?" A license issued by an examining board is not for sale — at least to "irregulars" — altho it is strange how some men with no practice, receiving medical state board salary of \$1,000 a year, can own \$5,000 automobiles. Chiropractors who have written various boards for an opportunity to be examined in Chiropractic are invariably referred to the fact that the board examines applicants only in such subjects as are embraced in medicine, surgery, obstetrics, or osteopathy. There is no hope unless we are a medical man, out and out. This we refuse to be, to get protection. If it were but buying a license, no one could or would object; least of all would we desire to appear stubborn. M.D's or D.O's misstate facts about this examining board business to make it appear we are lawbreakers. Chiropractors cannot be examined upon Chiropractic until Chiropractors are placed on Chiropractic examining boards. This is now possible. It is our personal opinion it is contrary to principles of liberty to ask for monopolistic discrimination against other men below or who are to come later with their sciences. Statutes of restrictive character check progress. Mistakes of "justice" in our courts would make an angel of the devil blush with shame.

This Chiropractic idea is humble. It is extremely practical. We have no dead languages to talk. We use every-day, up-to-the-minute thots. We are executing up-to-date sciences and arts and accumulating up-to-the-minute results. We have no superstitious theories. Chiropractic is rational. We have no bugs to look at, no knives to sharpen, no dopes to dig to defend, to INJECT and then EJECT, and get paid for doing both. You have within you everything you need, same as within the egg is everything which makes the chick. We have no mistakes to be buried, no accidents to shut from public eye, no misdemeanors to account for to our God. When we face Him, we can look squarely and say: "We have done our best. We worked with not against YOU, delivering only good with mistakes eliminated."

We ask you frankly, as American citizens facing a vivid and momentous question, have our defendants in trials injured or hurt anyone? Have they done harm? Have they crippled, maimed, or made worse anybody, by turning on spinal buttons? If so, where are their accusers? Let them stand and register wrongs committed. Is there anyone who can say anything disparaging against actual delivery of work done by the Chiropractor? Could

any medical man's work stand such open and sweeping investigation? We are not unjust; we demand a comparison of facts.

If local physicians want Chiropractor to leave town, want to put Chiropractors out of business, way to do it is *for them to cure their patients*. If they do, we have nothing to work upon. We exist because of a necessity — correcting their failures. If there had been no multiplicity of mistakes on their part, there would have been no thousands of successes upon ours. Lives we save are based upon lives they give up. No fires — no fire insurance; no death — no life insurance; no death — no undertakers; no sickness — no doctors. More fires — more fire insurance; more deaths — more life insurance; MORE MEDICAL FAILURES — MORE CHIROPRACTORS. No vertebral buttons to adjust — no Chiropractic adjusters. More buttons unadjusted by aforementioned practitioners — more capable Chiropractors who adjust them. All provisions are born of necessity.

One man does harm to another. Is this justice? No.

One man does good to another. Is this justice? Yes.

A physician does good to another man. Is this justice? Yes.

A physician does harm to another man. Is this justice? No.

A surgeon does good to another man. Is this justice? Yes.

Justice! What does word mean? We talk much about courts and medical laws being unjust; and they are harmful because they won't let man have the doctor of his choice. State Legislature presumes to take upon itself absolute power to say what is right and wrong, in science, for patient and doctor.

Justice is that labor, working with cause and effect, which one man gives another, in most for least, in quickest time; wherein both benefit most, mentally and physically, at least cost to themselves, and thereby induces greatest progression with least waste.

Analysis of issue demands an interpretation of good and harm. Justice, in last analysis, depends upon whether or not mankind is helped to progress, mentally or physically, or both. Man who can do most good in least time at least cost to patient with least expenditure of force, is person delivering greatest amount of JUSTICE to mankind.

We have no respect for judge or Supreme Court who, contrary to conscience and justice, hand down a legal opinion on questions of science or philosophy about which they know nothing.

Question arises whether physician or surgeon, in treating effects or operating on effects, is doing mankind good or harm. We

analyze word "good" to mean restoration of health to affected part — that which it once had but has not now. We analyze "harm" to mean taking away of affected part or reduction of health to a part so that which WAS present CANNOT be restored.

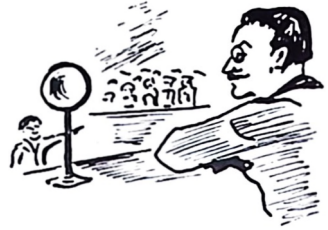
Does LICENSE from a State Board of Medical Examiners make right or wrong what ANY MAN does? Does license make a harm good? Does license make a good harm? LICENSE IS BONE OF CONTENTION in State Medical Statutes which we fight. Man can do no "good" WITHOUT LICENSE, and it is "a crime" — harm. He can do good WITH LICENSE, and it is good. Man could do harm without a license and it would be harm. Man could do harm WITH a license, and it would be good. It is LICENSE which swerves good to bad. PRESENCE of license makes A HARM GOOD, and ABSENCE of a license makes a good harm. License is the pivot upon which good or bad turns.

Question arises whether or not a piece of paper on which are written a few appropriate words, and signatures of proper politically-appointed persons, modifies universal law of right and wrong; whether or not statutes made by man modify law of Nature thruout the universe.

Do DOLLARS modify unwritten law? In many United States, Medical Practice Acts are so worded that you can do all harm you could not help as a man, physician, or surgeon; you can prescribe any drug, use any surgeon's knife on any kind of case, under any circumstance, and it is absurdly lawful, even without license, providing YOU DON'T CHARGE A FEE. This is another feature that makes a good a harm, and a harm a good. Suppose man does harm to another but DOES NOT CHARGE for it, that is "good"; that is not "harm" in medical statute. Assume a man does good to another AND CHARGES FOR IT, that is not "good" in eyes of the State. Introduction of license to protect dollar consideration, from one man to another, MODIFIES UNIVERSAL LAW regardless of whether or not it is scientific, benefits mankind.

If there were no acute cases going uncured, there would be no chronic cases on our hands. Think of millions of uncured chronics hobbling and grunting, moaning and groaning, being wheeled and on crutches. Whose fault is it? Medical men had FIRST chance when cases took sick, were acutely new. Why didn't they get them well? They failed to cure the ACUTE; now they're chronic and come to us — in forlorn stages. They get well. Chiropractic is a necessity. Nature abhors the vacuum; here was one that had to be filled; out of space and time came the needed.

As law-abiding Americans, facing charges against Chiropractors, are courts to try them solely, distinctly, and relatively ON THEIR MERITS? It is YOUR money that tries the case. Do you permit elected officers to fight cases which are for common good, to give vent to petty jealousies of a few? Will you let one man enter your public pocket to use money to fight another against whom he has a personal or professional prejudice? We do not fear verdict of any jury when we are permitted to introduce questions of merit. But courts do not try cases upon worth — they try them according to “medical practice law”.



Who made this law? Who got together and talked about how they could keep down competition? Who appointed a “legislative committee” to wait upon legislature to accomplish putting down and out all fair and honorable scientific competition? Did your physician ask YOU if Chiropractors were an evil? Does his action voice masses’ opinion? This medical law is an unjust distribution of injustice. “Medical equity” is an insult to common sense.

Was your opinion asked as to whether this “law” should or should not be? Were you asked to give away your liberty and let one restricted class say who shall and shall not be your doctor? You sent “representatives” — if they did something unjust would that be binding against you, if it inflicted or restricted wrongs upon you or your family? Are you compelled to meekly submit because you were too busy to watch deeds of selfish fellows?

THE LAW WAS MADE BY A NATIONAL MEDICAL TRUST, the biggest in the world. John D. Rockefeller had a monopoly on kerosene, gasoline, and a few dollars; but these people have a monopoly upon children being born, health of your family, time you shall die, where you shall be buried, and how; what you shall drink, eat, and breathe, while you live.

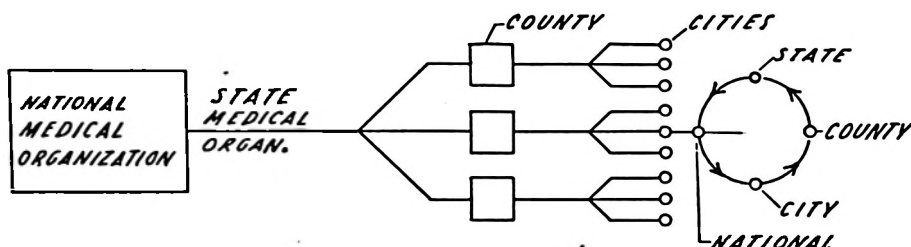
People seemingly bow to foolish requests. A man, downstairs, in an apartment house, listened to his neighbor running upstairs night after night. The fourth night he seemed to be skipping. Upon inquiry, it was learned that he was told to “take his medicine three nights RUNNING and SKIP the fourth” — and he was obeying orders.

The medical trust dominates the United States, because there is nothing you do but what is stimulated or deadened by drugs continually being injected into or ejected from your bodies. It is

a trust because there are few lines of endeavor into which they haven't dug their talons. Factory has noon-hour lectures; YMCA has a traveling speaker; schools have medical examiners of children; statutes demand vaccination as a pre-requisite to gaining education, and other statutes fine you for truancy if you refuse; medical men diagnose anything not contagious as such, and quarantine without due process of law; only graduate physicians of a "regular" medical college, skilled in sanitary science and experienced in allopathic public health administration shall hold office; they use state money to promulgate information to the public in all matters pertaining to public health, as their allopathically-trained minds see it; they are given power to establish and amend regulations as regards public health, allopathically speaking; having established these rules, they are or are not published in such manner as they determine; having decided opinions of what public needs, allopathically diagnosed, they have the right of forcible entry into public or private business or home, and there discharge their duty as they prefer, and, should you interfere, it shall constitute a misdemeanor; they have power to investigate cause of diseases, allopathically considered, and suppress and control them as they financially deem best for themselves and colleagues; they are given power to investigate habits and circumstances, private or public, of life of inhabitants, and gather such allopathic information and kindred subjects for diffusion among people in such manner as they desire; churches have "health weeks," "tuberculosis fund campaigns", etc. Look where you will, see what you please, it is colored by the ink and ilk of this octopus which reaches into the very womb of the home, business, church, or school. Such is within the scope of physician's possibilities in some states now; and, in the rest, it is his aim and object to get same, to the end of keeping your "ignorant" mind from expressing rights and liberties as compared to his "scientific training" for same purpose. You possess sufficient intelligence to choose a wife or buy a hog or horse, but when sick you need a doctor—that's a matter HE will settle, which law enforces at HIS request. And, even as we write, these doctors have gone so far as to preclude our judgment on the selection of a life-mate—eugenics and blood tests being upon us where we must secure a physician's-bill-of-clean-mind-and-body, before we purchase marriage license.

The American Medical Association has state branches, county branches, city divisions, and each little town of a half-dozen physicians has its meetings. They fight each other, but unite as dearly-beloved-brothers against a common enemy. Each man thereof is a serf to county gatherings, and that is a servant to county delega-

tions, which answer to command of state association, and every state organization in the United States bows meekly to demands made by national society which is arbitrarily controlled by a political clique who have taken the oath of Hippocrates. We say organization. It is working AS A SYSTEM, from president to subordinate, and when your attorney takes action it is because your local doctor complained. He answers complaint by giving orders which are complied with "according to law." It is THE SYSTEM we speak against, not your local man. He is permitting himself to be a medical servant, whereas he could be a Chiropractic ruler. He is a product of superstitions and self-conceit, whereas the Chiropractor is the outgrowth of building firmly on ground of modern deeds and demonstrations.



In majority of states, that which constitutes a violation of medical and osteopathic practice acts is contingent upon whether or not a FEE is charged. Ask the physician, "Why these medical statutes and prosecutions?" He replies, "To protect the dear people from unscrupulous, designing, and incompetent."

You — laymen tho you be — can prescribe and give medicine; perform surgical operations; deliver women in childbirth, without fear of molestation or indictment, SO LONG AS YOU DO NOT CHARGE A FEE. Where does THAT "protect the dear people" from the ignorant and incompetent? Prescribe cold water, AND CHARGE A FEE, and you are more guilty than he who removes an appendix but doesn't charge. Is that protecting PEOPLE or POCKET-BOOK?

A short time ago, we had the pleasure of calling upon a high A.M.A. official. We sent our card. "Extremely busy." Our card was returned. We got tired waiting. We stepped into his office; he was "extremely busy" reading a newspaper. We had a half-hour tussle. We knew his opinions, knew injustice he intended doing the world. As representative of American medical profession, he listened to multitudinous complaints filed daily, read letters from many a physician who could not stand without a Medical Practice Act to

bolster his wails. He sought sick who were crowded to wall, all eager to accept our new idea. He heard protests from thousands of bed-ridden patients, anguish that was uttered from millions of throats. He felt constant brushing against his broadcloth of many cripples made by his empirical rule. He heard hungry, sick wolves crowding him and, in restitution, he, czar-like, used this dominant organization because they have power — which is the attitude of cowards. Only way we can protect ourselves is by organization against organization. The way I.C.A. meets the A.M.A. is to meet intelligence with ignorance, results with "successful operations." We present an idea and let YOU think it over, knowing that within *your* mind rests feeling against injustice, that somewhere, some time, somebody will strike a match to lethargic injustice which will burn and overthrow nations when ye olden ideas have been proved wrong.

A local osteopath advertises he is "A licensed osteopath." This reminds us of an incident that happened in front of The P.S.C., some time ago.

A street car stopped at top of hill and refused to go. Motorman carried a small box of tools. He began by taking up floor and looking down; took out a monkey-wrench, screw-driver, and hammer, and got busy. Failing to find what was wrong in BOWELS of car, conductor took a few looks and came in to phone. He asked for "John". We asked, "Who is John?" "He is the EXPERT electrician, who studied electrical engineering in college for four years. He has a college diploma. He went before the State Board of Examiners to show his fitness to practice."

John came. He was wise. He didn't go *into* the street car and LOOK DOWN. He knew the motor man had done this and rather than waste MORE time in same way, he crawled *under* car and looked *up* into bowels of car. He worked fifteen minutes but found nothing wrong. He had done his best.

Finally, "Sleepy Ikey", a messenger boy, walked down the street. He was a half-idiot, yet he had the reputation of using what little brains he had. He was working with 100 per cent of brain, but getting only 50 per cent. He stood on sidewalk watching men at car. Foolish? Yes, foolish enough to keep his mouth shut, look, AND THINK. He used what little current he had, to good advantage. Finally, he said, "John, what's wrong with the car?" "I don't know," said John. "J-o-h-n, what are you doing there?" "Trying to find out what's wrong with the car." "John, come over here. You want to know what is wrong with the car?" "Why, of course, Ikey. That is what I have been working for." "You want me to tell you?"

"Look here, Ikey, you are an idiot. You have no electrical education; no college training; you do not HOLD A LICENSE — YOU HAVE NO STATE RIGHT TO THINK. What do you know about this car?" "Come over here, John. THE TROLLEY'S OFF."

"Idiot" tho he was, he stood to one side, took a perspective of the situation. He saw something "expert John," with diploma and license COULD NOT SEE. Ikey saw trolley was off, and Ikey knew car had to have "juice" from overhead wire, down thru motor, to underground circuit. He knew when trolley was off "de juice" was not going thru car. You say "expert electrician" COULD HAVE observed same thing — but HE DIDN'T. When "expert" John put trolley on, car ran down hill and left Ikey there alone. He had *to walk* to Western Union office without a word of thanks. Such has ever been the price the world gives benefactors. It is price they pay for rearranging the old order of existing things. We knew but didn't know we knew.

Witness a trolley car. It doesn't go because conductor uses will-power and jams trolley against overhead wire and holds it there by sheer force of muscle. It goes because he brings trolley in connection with wire, and lets it alone. All he needs is make THE CONNECTION. Electricity, coursing thru wire, does the rest.

It is the same with human beings. When they are afraid, worried, sleepless or gloomy, it means they are off trolley wire that runs thru their brains. Let them make right connection, and disturbance ceases. There is peace and pace, calmness and power, virtue and courage, and every normal and noble attribute coursing thru, and they will discover it instant they connect with right brain cells instead of wrong ones.

It takes a "fool" like Sleepy Ikey to find causes of things that have not been observed before. Progressive ideas in medicine have not been made by college professors, but by laymen — "irregulars" who thot for themselves. Necessity has been the cradle of genius. Men who were fools in therapeutical knowledge were men who got new ideas, worked problems, and then forced the orthodox off its perch.

Judges and lawyers "try cases according to law." All progress "in law" comes from juries, people who don't know "law" but they do understand what is right and reasonable and that much "law" has not comprehended. Brand Whitlock said that "LAW is that which people would back up," hence that unreasonable request which juries cannot countenance will overthrow even that which a Supreme Court sustains. But who cares what Supreme Court does, so long as jury is final and last court?

Lawyers go to law schools to study statutes — not justice, right, or merit. They study “law” same as medical men go to medical schools to study “medicine” — not health or humanity. Physicians, if occasion needs be, call Chiropractic the practice of medicine — not that IT IS. So also do they try a Chiropractor according to “law”, not according to what facts sustain or good they may have done. Chiropractor should be tried according to whether Chiropractic is right or wrong, and whether in application this man was saving lives or burying laborers. A jury is an arbitrary set of men. We know they swear to “bring in a verdict according to the evidence and the law in the case.”

Life is governed by higher law than statutory stipulations. Proofs alone would destroy religion itself; explanations have no patience with human passions and tendencies. Which of you can give REASON for picking out wives you did, instead of others? Love does not go according to rule, good fortune, ill fortune, talent, or anything else in the world. It is JUSTICE that surges forth and makes you say “It must be this way and no other,” in business life, in home — why not also in court room?

Where has a jurymen any voice in what is right or wrong; how can he give vent to what is just or unjust in a case, when he must abide by advice and findings of the court? A jury is not asked to meet justice according to merit of what man has done; or put a medical man in penitentiary because it was proved he carelessly sewed a sponge in a man. He has a “license” to kill; but Chiropractor is saving lives with Chiropractic contrary to medical law, so “put HIM in penitentiary; make him pay \$300 to \$500 for good work; it is your prerogative.”

We do not know whether or not any of you are future jurors, but justice should be your motive, there being one thing you can't get away from — YOUR soul. Any man who decides according to state class statutes and contrary to conscience is a criminal — a greater criminal than man who digresses from “law” to do good, and is on trial. There is one man with whom you deal eternally — yourself. Therefore, keep YOUR soul clean so no man can say you have given an UNJUST DECISION against ANY man.

Judges and juries swear to uphold precedent. This is significant to saying they would, by their decision, throw favors to candle rather than electric light; oxcart, rather than automobile; hand set, rather than linotype; treatment, rather than adjustment; effect, rather than cause; failure, rather than success; retrogression, rather than progression; stifle, rather than assist humanity upward.

Statutes are getting more stringent in every state. Everywhere, medical trust is securing legislatures to remodel laws to make it more and more impossible for "interlopers" to crawl either under or over. What are people saying about this? Everywhere, you can sense feeling of dissatisfaction; guttural grumble getting more prominent; people getting more restless. With "laws" more stringent and people more dissatisfied, what is the result? Two will clash. We want YOU to help clash with that statute. You are just, they unjust, it is for you to make "law" just.



A few years ago, we had the satisfaction of making public laughing stock of osteopaths of the State of Montana. They had a Chiropractor arrested for practicing osteopathy. We advised Chiropractor to file information against every masseur, masseuse, barber (face massage), bath-house attendant, manicurist, physical culturist, magnetic healer, herbalist, etc., for "practicing osteopathy without a license." Information was filed against eighty practitioners. Preponderance of strength of defendant was at once visible. First, if they prosecuted one, they must prosecute all. County taxpayers would not stand for this. Secondly, osteopaths had to admit all of what these eighty were practicing WAS osteopathy; and if they went to trial and convicted them, then ACCORDING TO LAW, all that rigmarole WOULD be osteopathy. This was the most unkindest cut of all. Rather than have such legal and scientific record be public, they withdrew their charge against one. To weaken their law, to make it possible to convict this man, now would be an acknowledgment; hence they were cornered by their admission. Their greatest weakness was their greatest strength. Our greatest strength lay in the COMPLETE enforcement of THEIR law.

Saturday Evening Post, November 13, 1909, speaks more truth than fiction when it says:

"WIT OR WISDOM IN THE COURT?"

"Neither do the spirits damned lose all their virtue, was Puritan Milton's opinion. Of the several thousand public prosecutors in the United States, how many would feel justified in professionally adopting so tolerant and lax a view. To describe a gaping, flange-eared blockhead in the dock as a pleasing compound of the Miltonic figures of Sin and Death is more consonant with their traditions—while the cocoanut-headed one's own lawyer paints him as a model of virtuous intelligence.

"Gentlemen of the jury, in all my professional career, I have never before

been engaged in a case which so powerfully roused my indignation, or resentment, according to which side one is speaking on.' So runs the patter.

"No better method of trying criminal cases than our contentious Anglo-Saxon one has yet been discovered, although that method does often HANG THE ISSUE UPON A DUEL OF WITS that is more pertinent to justice than the old trial by battle was. The trouble arises from a low sense of social responsibility all around. The object of the trial should be, not to have one side or the other win, BUT TO DISCOVER TRUTH. The National Bar Association recognized this in the new code of ethics which it promulgated a year or so ago. But in actual practice its recognition is not very extensive."

What more could law want? It takes in everything. It makes it impossible for mother to give a glass of water to her feverish child, for barber to give massage, FOR ANYBODY TO DO ANYTHING, without a license. Imagine an automobile driven thru the country. An accident occurs. People are thrown out and injured.

Inmates cry, "Oh, my God! I'm dying." You have to drive eight miles to get a "licensed physician"—you don't dare take water and pour on their feverish faces or bleeding wounds. You CAN'T do anything. It would be "against the law" to do something to their injured bodies. Unreasonable? No! Just the statute which is unjust. That is "the law" in Montana and other states.



Take it further. A chiropractor is arraigned for doing these very things—not upon injured people on wayside, but for business he makes of it on sick people, following accidents of medical surgeons, having similar or even worse conditions, who come for health. What is he to do?

For example: A young lady of twenty-two is in the bloom of life. Accidentally, she slips on one rug in her home, her spine is subluxated, current is cut off from a portion of her body, effects become prominent. Physician calls three times a day. At end of ten days, he diagnoses effects, "typhoid fever". A few weeks later, he reports, "Nothing I can do."

All parents have to live for, when forty or fifty, is their children. They sacrifice all, for them. Someone suggests, "A Chiropractor can save this girl's life; he knows WHERE button is, HOW to adjust it, and all will be well." Physician says nothing can do her any good. Can anyone blame parents for sending for Chiropractor? He comes, and says: "That is easy. I shall turn on right button." He locates subluxation, gives adjustment, and in a few days she is up and around happy and cheerful.

No sooner has Chiropractor done this than, unbeknown to parents, THE MAN WHO FAILED called at Court House and filed complaint against Chiropractor who saved the girl's life. Chiropractor stands "under the majesty of the law" as a criminal. Opinion of parents was not asked, and if they desire to tell on witness stand what Chiropractor did for their daughter, judge will rap them to order saying, "This is a court of record where we deal in facts, not meritorious dogmas." If judge is reasonable, he MAY let them testify, but it is unlikely.

What would you do? What COULD you do? Where is your feeling of judicial independence? Where is your liberty, as a man? How about YOU as a jurymen? Is that man guilty? Yes, according to medical statute. BUT NOT GUILTY ACCORDING TO JUSTICE.

Your Chiropractor may be convicted in courts. Being a humanitarian, it is probable he has no money, but he has a fine of \$500 over his head. He must be committed to jail until fine is paid. For what? Doing good, robbing pains, prolonging lives. You, by silence, permitted a wrong to be done — not only to Chiropractor but also to science, population at large, and your own family — and that's where selfishness touches your home. It is for everyone to take an active participation in the verdict handed down by twelve men of the jury. It would be hopeless to change tactics of the complainant, for he is another Judas who would betray many a human life to satisfy his jealous promptings.



Review the history of medicine. When allopathy started, and many years after, there were no statutes; nor would there have been if it hadn't been for Hahnemann, who thot independently. As a product, we have Homeopathy. Allopathy, having the strength of public opinion, lost no time in getting statutes, then fought homeopathy. Homeopathy grew stronger, wrestled with and downed allopathic medical statute. They made this a joint bill, then the two went into the same bed. While sleeping, A. T. Still, with his independent osteopathy, was born. It grew fast, and when it was large enough its very lusty cries awoke Drs. Allopathy and Homeopathy. They took notice and fought him. David again downed the allopathic-homeopathic Goliath — the three made a composite-alliance-medical-and-osteopathic practice act, and then three slept

in same bed where before slept two. While three slept, came Miss Christian Science. She grew, and when tall she grabbed bed covers, pulled them off, and when Drs. Allopathy, Homeopathy, and Osteopathy were suffering with cold toes, they awoke from their stupefied lethargy and realized they had another rival for popular favors. Miss Christian Science was pleasant, she smiled; she courted with the people high up, she won them. Seeing this attitude of the public, these three overgrown ultra-scientific men said, "Here is a girl standing at our bedside; no use to court her favors, she has been poisoned against us; but we can and will put her out of business." Then Christian Science grew and won millions of followers. Public opinion forced these men to make a general exemption of this girl. With this "mutual understanding" (placed on the statute books) they again retired to dream nightmares of unpleasant communion with the hordes of spirits they had caused to be flown to heaven.

Now comes the last urchin — CHIROPRACTIC. He is young, growing, and, while those three were sleeping on one luxurious legal bed and Miss Christian Science was napping on an exemption cot, the Chiropractic boy grew a MARVELOUS GROWTH. His size and strength grew so rapidly instead of pulling on bed covers at bedside, he jumped upon the bed, pummeled all three with his feet. They awoke, began fighting the boy, and the boy grew and thrived on the prosecution and persecution. Medical and osteopathic professions are just waking up. They have to learn that a crowd surrounds the bedside of those three, that any injustice done that young man will win disapproval of the crowd, and woe is to them when the mob revolts.

Fair play and a square deal are what public gives its serviceable servants; but its masters don't know an unjust division of spoils of the game. Give us liberty, now, or put all in the race at same time, in same manner, and best man will come under wire FIRST. We claim and know results prove we ARE best. We are willing to put ourselves on equal footing and try, even tho we are young and they old. Are they as anxious to prove us ambiguous and boasting?

Worst tyrants of history are those who suffered most from tyranny, fought for liberty, secured it, then turned thumb-screws on those who followed. Chiropractors suffered persecution and prosecution in every state and province. They went to jail from thirty days to a year and a half. We conducted letter-campaigns, money-collecting campaigns, go-to-jail campaigns; we made heroes of martyrs.

Then came trials galore, 18,000, from police courts to supreme courts, winning 85 per cent. Eventually came Chiropractic practice

acts. At present — 1950 — every state in the Union and some Provinces of Canada have some form of licensure, except New York, Louisiana, Massachusetts and two Provinces of Canada.

What lessons have we learned? Various state associations turned the torture on their own flesh and families. Fences have been arbitrarily and empirically builded, high, long, impregnable. Instead of using legislative acts to liberate and encourage licensure for oncoming generations of Chiropractors to help more sick get well, opposite has been true. State associations, in many instances, have become racketeering, and political organizations, offices on State Boards have been political footballs for grafting purposes to make money selling licenses in one form or another, directly or indirectly. Greed and selfishness have too frequently been the paramount factor. Humanity and its rights to get well have been pushed into the background. Memory seems short-lived.

We quote from the hearings on the Mann Bill, before the Committee on Interstate and Foreign Commerce of the House of Representatives, page 278, part 3. The quotation is taken from an address by W. L. Allen, M.D., Davenport, Iowa, November 10, 1908:

"The men in our profession all over the world are deplorably poor. Not 100 out of 5,000 in the richest city in the world, with a practice among the greatest number of multimillionaires the world has ever dreamed of, could return TODAY and live without charity. In other cities and towns more than one-half the physicians ARE UNABLE to equip themselves with advanced books, instruments, and apparatus NECESSARY TO MAKE AN EXACT DIAGNOSIS. Eleven thousand dollars is the amount given as a fair estimate of the cost of a proper medical education, and very often an additional \$10,000 is needed before the income equals the outgo in a man's practice in a large city. Thousands of our men of bright intellect and shabby clothes are unable to go to the meetings of the American Medical Association because of the actual lack of funds or fear of too great a loss of practice during the week's absence. You need only recall the men whom you have honored as consultants, who died in harness, with no estate except perhaps a small insurance policy, and others who were compelled to work until they dropped.

"An ancient story is told of an oriental who, having a disease of the eyes, applied to a farrier for a remedy. The farrier gave him an application which destroyed his sight. Whereupon the man brought suit for damages before the *cadi*. Having duly considered the case, the *cadi* decided there was no cause of action, 'Because it is very clear that if the plaintiff had not been an ass, he would not have gone to that kind of a doctor.'

"Now the people do not desire that kind of treatment in the creation of a department of health, and unless some other and adequate reason can be given, one clearly to the advantage of the public, the people will not approve.

"If a new department is to be created by selecting bureaus from those already in existence, it would seem to be a safer proposition to create a department of chemistry where all questions relating thereto could be referred

and decided rather than one department of health, which should aim to include all factors relating to medicine and hygiene.

"It has been urged as a grave objection to the immediate change proposed, that the movement is supported most strenuously by medical men, and there is some cogency in the objection. While no one can gainsay the importance of physicians or their high character as a class, it is not to the advantage of the physician to have or keep people well; their interests would rather demand a department for the dissemination of disease with a secretary for the promotion of physical ills in the cabinet. THIS JOKE would have a serious aspect if a department of health took on the functions of a tribunal for the perpetuation of ANY school of medicine, or the decision of medical questions and theories on ARBITRARY lines; and is suggested by the fact that many of the arguments favoring this measure have contemplated merely the inhibition of disease rather than the development of man.

"My contention is that a chief feature of such a department, and one which could and ought to be instituted at once, should be a bureau of human biology FOR THE BETTER COMPREHENSION OF MAN, not only in abnormal and pathologic states, but in his best as well as weakest estate; for it is a lamentable fact that DISEASE IS ENGENDERED MORE FROM IGNORANCE OF OURSELVES than from the inimical attacks of microbes or poisons in any form. I imagine someone saying, 'Why, man is understood well enough. All that is needed is to keep him free from disease.'

"ON THE CONTRARY, NO MAN UNDERSTANDS HIMSELF EITHER PHYSICALLY OR MENTALLY; and if he did, we cannot believe that disease would approach him in any form. The fact is that ignorance though asserted to be prolific in other ways, is the mother of disease, and it would seem to be more important that man should be enlightened in the matter of controlling and upbuilding himself, than that all the hostile micro-organisms in the universe should be destroyed.

"The urgency for establishing a national department to eliminate the germs of disease is lessened by the fact that establishments for the purpose exist in many of the States and in many educational institutions, and we cannot suppose a secretary of health in the full panoply of his office to possess any more power to destroy such germs than any other person with equal knowledge of the subject. Besides, if all the hostile microbes were suddenly destroyed, it would not insure health to man; on the contrary, it might tend to prevent his further advance since every step in his rise from the primitive cell, if not the primitive atom, has been a victory over hostile forces, without which he could not have risen at all. Man started as a germ himself, and the most obstinate of the bunch, or he would not have risen so far.

"If every microbe were destroyed it would not prevent the inebriate from taking his dope, the glutton from straining his system by overfeeding—it would not lessen the indiscretions of the sensualist or furnish gray matter to the deficient brain, and though a department of health might institute measures forbidding people throughout our wide domains from spitting on the street even in a rain storm, it could not improve the permanent health of a single human being except by enlisting his cooperation through the presentation of a clearer knowledge of his mechanism and the results he might attain by its improvement.

"The most incisive fact in this whole question is THAT WE DO NOT UNDERSTAND OUR ORGANISMS OR WHAT WE MIGHT ACCOMPLISH IF WE DID understand them; and since this fundamental consideration is

constantly ignored by almost everyone—if noticed at all—and since the energies of the wiser and more ambitious are usually devoted to making money or achieving fame in some established profession, as law, religion, or medicine, and as nothing remains stationary but everything in nature goes backward if not forward, the changes are perhaps greater for our physical decline as a people than for our advancement.

“Accordingly, the thing needed now is the establishment of a bureau, or, if not a bureau, at least a chair (or desk) affording room for the study and explication of human biology—the better comprehension of man. While the world is REEKING in medical literature, it may be confidently affirmed that NOT EVEN THE ANATOMY OR STRUCTURE OF THE HUMAN BODY IS COMPLETELY MASTERED, and the chemical and functional conquest of the organism is far from being complete. All organic growth is a mystery involving many questions; THE LOCATION AND NATURE OF LIFE ITSELF IS IN VARIOUS WAYS FULLY AS MYSTERIOUS; AND THE MOTIVE POWER OR IMMEDIATE FORCE IN OR ABOUT THE ORGANISM INITIATING ITS MOVEMENTS IS DISPUTED BY THE FEW WHO MAKE ANY PRETENSIONS TO UNDERSTANDING IT. It is not many years since the physical unit, the cell, out of which the human body and all other organisms are constructed, was first recognized; and though of very slight importance as compared with the whole, it is a long way from being understood. Yet upon the adequacy of this minute element depends the accuracy of our sight, hearing, and sensation generally. The cell is not a deity—it has built nothing, caused nothing; but out of it NATURE has built and is building many wonderful structures.

“Take, for instance, the relation of thought, man's highest and most important factor, to his body, or determine, as formerly phrased, the seat of the soul. Alomaeon, the father of physiology, who lived some 550 B.C. called the brain the seat of the thinking faculty or soul; but Plato, more than one hundred years later, said there were three souls, one in the head, one in the chest, and one below the diaphragm; while Aristotle, rightly known as the founder of comparative anatomy, regarded the heart as the seat of the soul and the brain as a sort of sponge whose chief function was to moisten the heart. Now, in line with the fact that our knowledge as to form is entirely comparative, it was not till the electric telegraph was invented was there anything with which to definitely compare nerve force and not until the electric light was invented was this idea, ‘the seat of the soul’, comparable to anything. In the light of the neuron theory, when a man is awake or conscious THE CURRENT IS ON, and a species of illumination occurs which we call consciousness; and when through fatigue or other cause the neurons separate, THE CURRENT IS OFF, and the man goes to sleep. While no one can afford to be dogmatic on questions of this character, THIS SEEMS TO BE A TRUE EXPLANATION, so far as it goes; and in view of the vast aggregate of theories on the subject which seem to prevent the world's advance, a more careful examination is needed to determine its truth.”

Twenty years ago, a boy known as Marconi had ideas. People laughed. “What did he know about electrical ideas?” They discountenanced him. He worked for TWENTY YEARS trying to get his friends to acknowledge he had something the progressive world needed. For twenty years, he begged for recognition for ideas stored in memory, but no recognition did he get. Finally,

he was adjudged insane and put in an asylum for six months; but, at last, as all things will, justice reigned. Marconi escaped. Today he made millions by very truth of his idea and reasonable opportunity he got to present it and its acceptance by the American people. All he wanted was an opportunity and it came when Jack Binn saved three hundred lives from a sinking boat. That act made Marconi famous.

Will Chiropractic some day get its opportunity? Time is coming when somebody is going to hold in his hands the match; and when we strike, that bonfire will overthrow this world on a few superstitious therapeutical and legal propositions.

If Chiropractic is right, all the bad said about it won't change it. If Chiropractic is wrong, all the good said for it can't save it.

We have reasons for believing we will do things. Our growth has been phenomenal. The number who come to get what we have depends upon what we have to give. If we have something new and good, something PEOPLE NEED and are not getting, then grow we must. If Chiropractic is RIGHT, all the bad our enemies say against it will not hold it down. If this fundamental principle is wrong, all the good our friends might say for us will not uphold the idea. We don't need greater law than law of health to which to pay homage. Must we further pay tribute to jealousy? Are we pulling wool over eyes of patients? How could we get people to come; why should they tell friends to come, if we were?

Justice will bubble to the surface — but it's tough on bubblers.

In Missouri, several years ago, a Chiropractor was accused of practicing medicine without a license. This was "contrary to law," hence he was regarded as a law-breaker. The prosecuting attorney, in closing his opening address to the jury, took advantage of the fact that the town had been under the spell of evangelism for two

weeks, hence religion was in the air and everybody was converted to look at things religiously. Mr. Prosecutor did likewise. His argument was as follows:



"I say it with all reverence as a Christian man. I say that if the Great Physician, the Great Healer Himself, were again to return to earth to heal the sick, restore sight to the blind, hearing to the deaf, restore the leper, raise the dead and make the lame walk; I say, again with all due reverence, that Christ would first submit himself to the customs of the day and appear before your Missouri State Board of Health, pass their examinations in medicine, surgery, and obstetrics, to

show his fitness to practice his healing or the 'laying on of hands' before he would attempt to save a single human life!"

In court room, listening to the trial, were the two evangelists who conducted meetings. We had the honor of dining, as guests, at the same home they did. At dinner table were the evangelists, defendant, our U.C.A. National Counsel, our host, hostess, and ourself. A slighting remark was made, by evangelist, that defendant was a "LAW BREAKER."

Taking our cue (for that statement cut), we replied, "Did you hear address given by prosecuting attorney this morning?" His head dropped, air was silent, situation strained. Feeling this, hostess remarked, "Dr. Palmer, Brother —— is not an attorney, therefore cannot give a legal ruling." We said, "If we wanted a LEGAL ruling, we would ask that question of our Gov. Morris, but we want a THEOLOGICAL ruling and no one is so capable of giving it as Brother ——." Seeing again that all was quiet, we came back with, "Brother ——, what IS LAW?" Receiving no answer, we asked, "IS LAW THE COMMON OPINION OF THE PEOPLE UPON A COMMON SUBJECT?" He said, "Yes." "Then, if so, was *Jesus* following law of the times when he advocated what he did in his principles?" He replied, "No." "Jesus, with a handful of disciples, believed in a certain philosophy and hordes and masses of rabble disagreed, and because of difference he was crucified. He dared to think something that wasn't common opinion of common people upon that common subject. That is why He was nailed to the cross. JESUS WAS A LAW BREAKER because he dared to disagree. Today you are advocating to thousands the very principle for which Jesus was crucified then, and for which He was proud of fact HE WAS a law breaker. You advocate these things in a tent, and cast slurs upon a person today because he practices the same principle!"

All done under guise of "law" is to sustain what is right in behalf of people. We recall court room in Canton, Ohio. Dr. Matson, Secretary of State Board of Health, was present to see that medical law was enforced, in behalf of protecting health of the "dear people." Chiropractor was under prosecution. Ohio has an anti-public-drinking-cup law, to save spreading germs, to protect health of the "dear people." In court room was a water-tank with TWO common drinking cups from which everybody, from judge to onlooker, could drink.

We recall the Hotel Northern, Scott City, Kansas, where, by drinking tank was this printed notice: "Please do not ask for cups. You will be refused. Rule, State Board of Health. The term

'hotel' as used herein shall be construed to mean every such structure or place as is described in Sec. 1, Chap. 148 of the laws of 1909, State of Kansas. The term 'common drinking cup' as used herein is defined to be any vessel used for conveying water to the mouth and available for common use by the public or guests of any hotel. By order, State Board of Health."

Court room, in this instance, had a tin pail with tin cup which was passed around to everybody, thus endangering "dear people" with germs from Germany, parasites from Paris, and Moik-robies from Ireland.

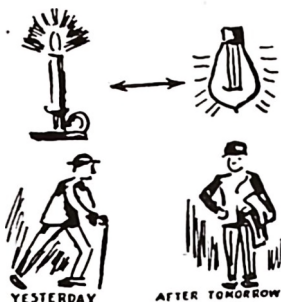
We recall another instance (and they are endless) of court room at Fairfield, Iowa. Dr. Sumner, an M.D. and Secretary of State Board of Health, was in attendance to enforce Iowa Medical Practice Act against a Chiropractor. On table was a "public drinking cup" in form of a pitcher and glass, free for everybody. His particular attention was called to it and he smiled that bland grin which was indicative of saying, "The glass and pitcher do not take away from local physicians."

If these people *were sincere* in protecting health of populace, why not enforce public drinking cup statute on courts, judges, and others publicly connected?

A new statute is based on disagreement with old of yesterday, to take up new of today. Statutes don't stand still. Statutory "law" grows as a result of growth of beings, same as you and I; but as we grow so did law previously ordain itself accordingly. Before electricity was known, there WAS a law to govern it, but no statute. Before automobiles were in general use, there was A LAW to govern their locomotion—statutes came later. Today we have statutes to govern aeroplanes. Before Chiropractic was known, there was A LAW of Chiropractic. When medical statute was made, Chiropractic was not educationally known; therefore statute THEN could not be made to cover new science today, and we are fundamentally a new science. Only LAW you regard is your conscience. That is the thing you must rule by and with. Conscience is what every one is reckoning with every day—perhaps not analytically, but we use it just the same. It is the law of conscience which rules in consideration of whether or not saving human lives is a crime.

Before closing, let us review the title of this lecture and why chosen "AFTER TOMORROW—WHAT?" Yesterday, broadly speaking, commercial electricity was not known. Today, it is. We apply it in multitudinous ways. The COMMERCIAL world would be deaf, blind, and paralyzed if taken away. What will we do, with it, tomorrow? Future of electricity can be judged by past and

present. If this is a criterion, then the commercial world one hundred years from now will be a marvel.



Yesterday, we, as mankind, were groping in impenetrable darkness of superstitious mires controlled by despots who aimed to hold us by physical or moral force. Today, we are dawning upon a new era — that of HUMAN ELECTRICITY. “After Tomorrow — What?” — when this idea is practically applied to each and every vertebrae, beast or human?

Electricity has been known COMMERCIALY, fifty years. Human electricity is just being applied in last fifty. The human world 100 years from now will be intellectual — cobwebs of ignorance regarding ourselves will be a historical myth — our action will be saving, practical, and world will have grown greater by its application. You and we can learn to be human electricians. Is there any condition which can be so easily doled at so little effort and cost, and accomplish so much good in so short a space of time? If there is, we know it not. Let us progress as beings, as the world has progressed as a commercial enterprise.

Following is a substantiation of our position as regards possibilities of electricity as universally recognized by men of prominence, and also possibilities of Chiropractic fifty years hence. Quotation is from part two of hearing before Committee of Interstate and Foreign Commerce of House of Representatives, on the Mann Bill, page 117.

“The Chairman: We are very glad to hear you, but the truth is that what the committee wants is information about the propositions contained in the Bill. You have not mentioned that question yet. The bill is to create a department of health.

“Mr. Adamson: All day yesterday we heard a discussion of the beauty of the proposition, but everybody said he was not prepared to discuss the details.

“Mr. Messenger: I have taken up the details here quite definitely, I think. In my study of this question my conclusions have been largely influenced by two points which have a very important bearing upon the possibilities in an undertaking of this kind. Assuming that adequate action is taken the results depend upon the possibilities in two great sciences; each one of which is in its infancy. Forty years ago electricity as a practical science was almost valueless. Think of what has been done in electricity in the past forty years. If any man forty years ago had predicted the telephone, electric light, automobile, electric railroads and wireless telegraphy, he would have been told that he was dreaming.

“Mr. Adamson: All that has been accomplished without a department of

health. Why is not that all against your proposition instead of an argument for it?

"Mr. Messenger: I do not say it is an argument IN FAVOR of my proposition.

"Mr. Adamson: It was all done without a department of health.

"Mr. Messenger: I do not believe a department of health could help much in the development of electricity. It shows, however, what can be done by modern science, and my position is that the Government should help in the line of modern science in the study of bacteriology and sanitation.

"The Chairman: You speak of the development of electricity. That has not been because there was a department of electricity under the general government?"

And we say, if business of men is to improve men, and we are hindered from so doing; we study ways and means, and are denied use of same; we solve problems that were unsolvable, and are penalized for so doing; we aim to make man more of a man and establish a basis for so doing, and are heavily fined for our kindness; we see a necessity for labors, and are hindered statutorily from filling that demand; we are not given considerate and just hearing of the merit of our goods before courts of our land; we are liberty-loving citizens behind jail bars; we suffer freedom with minds shackled; laws were formed against us before we were born; jealousies of our opponents can pull on public treasury for prosecution, and we cannot for defense; — if all this is the spirit of America, if the American Medical Association can dominate and dictate TO YOU what YOU shall do and how — then I say, without hesitation, such actions are those of a typical tyrannical RUSSIA!



The Story of THE UNWRITTEN LAW

"Law! Wharton thus classifies different kinds of law: (1) between God and man; (2) natural; (3) revealed.

"The nature, method, or sequence by which certain phenomena or effects follow certain causes, as the law of gravitation; uniform methods or relations according to which material methods and mental forces act in reproducing effects or are manifested in phenomena, a theoretical principle deduced from practice, experience, or observations."

"Any force, tendency, propensity, or instinct, whether natural or acquired."

Law is a name given to things unseen; attempt made by judgment to connect things known with things unknown. It is regrettable that works refer to "nature" — "method or sequence" as synonyms; union of mental forces and material methods, altho in above analysis "material methods" has preference. Rational study gives precedence to immaterial, as that is intelligence without which definite form could not have been. "Theories" or "principles" are, but a "theoretical principle" is impossible. Unwritten legislation is subdivisible into principles, and first cause can be segmented to represent rules. Commands are formed of ideations, ideations of ideas, understandings are made thru interpretations of mental impulses which are unital into each forum.

Law governs every composite form created. Each plant, animal, or human has its universal law. "Phenomena" which man observes and titled "gravitation" is but a principle. What he observes as assimilation, respiration, nutrition, expansion, and contraction, heat, cold, etc., are attributes observed by like principles being acted out and thru him. It takes one to recognize any other of equal calibre, but sum total of attributes equals perception of universality.

One impulse makes its impression. Impressions make transmissions — every stage of law can be traced to a universal unit design following vegetative and animal kingdoms. Efferent impulses of vegetable chase afferent half in animal. Efferent half of animal doctrines are manifest in both animal and vegetable. Principles and rules behind man and vegetables are gathered into one universal crucible and fused, blended, or melted into one universal law.

Universal Intellectual Adaptation is everywhere present in all things at all times, always working to a conclusive end, infinite

in reasons, actions, and make-up. Its boundaries, tho, are beyond scope of average man's principled observation about which we are prone to think we know too much. This law is one phase of man's education which is woefully absent, about which little is known yet everywhere present, always boundless yet constantly segmental into Innate Intelligence. Unwritten law is never current yet is always nigh. Before our neighbors we talk as if we know, but do we? Opportunity to express ignorance is given us constantly.

"Law — the will of God as the rule for disposition and conduct of all responsible beings towards him and toward each other, a rule of living, conformable to righteousness, the rule of action as obligatory on the conscience or moral nature.

"In philosophy and physics, a rule of being, operation or change, so certain and constant that it is controlling our authority, as the law of gravitation, laws of motion, laws of thought, laws of cause and effect, law of self-preservation." — Webster.

How long would it take to name objects for which God is "responsible?" Every vegetable, animal, or human is "responsible" towards Thon for creation and life. Through daily and hourly personification of its power, they prove the universality of principles and law thru which it expresses individuality on earth.

In latter quotations we have "LAWS." Such would be impossible. To him who reasons one original source, there can be but ONE Universal Intelligence—ONE authority. Thon's commands are expressions of law, principles, and rules in name. To say that every manifestation in "nature" as classified by college students was the result of a different law, would mean needless "laws." As well go back to Grecian history and have many gods as to have many "laws"; as well have a god for water, air, sun, storms, lightning, war, love, as to have a "law" for each action of man. THE LAW is the universal scope of the aggregate intelligible observable proofs of above-mentioned changes perpetually enveloping and expanding man. We give credit to what we reason with, intensify that in our imagination, and think we have seen much. Everything upon which we gather data different from what we observed a moment ago, we put into respective mental pigeon holes and become satisfied each is a part of an unwritten law not heretofore realized. Perhaps you cannot see that which links "Law" to "law" if you could and did, logic for their having been innumerable would have been single. Educationally we see a new reason for each action; innately there is one aged intention for everybody of one form. Because man, in mental selfishness, has formed many complete "statutory or written laws" he connects idea that a Creator must have many "laws" unwritten to guide present actions by conclusions of ancient times also. This is one contrast between

intentions of supposed dogmas, two rules — one ON earth, and one creator OF earth and all things in or of it. Latter finds one law sufficient; former (principally the M.D.) makes laws and has runs of fashions overthrowing each every few years; yet primary law — first one — has remained stationary during eons.

Manufactured product is a wagon, but where did wagon come from? "The woods" — source — God. God is an educated name given to express a finite conception ascribed to a deity. Law does not work with faith and hope, but thru activities, actualities, and knowledge. Law is intelligence, not ignorance; constructive not destructive; is cause AND effect (if you interpret correctly) never opposing these phases.

Providence rules fate of nations, which makes little account of time, little of one generation or race; makes no account of disasters; conquers alike by what is called defeat or victory; thrusts aside enemy and obstruction; crushes everything "immoral" as inhuman; obtains ultimate triumph of best race by sacrificing everything which resists moral law of world. It makes its instruments, creates man for the time, trains him in poverty, inspires his genius, and arms him for his task.

Everywhere man acknowledges and disbelieves, abuses and disabuses, obeys and denies statutory and God's law. To commit crime against enactments is to destroy confidence of public opinion; to argue against Infinite's edicts is useless; therefore man searches and sees not. Analysis then leads him to connect what unwritten law has done. He sees what his eyes conceive — no more, no less. Some see more than others, but the ignorant are loathe to admit it; others have seen less and are jealous of broader viewpoint and more exact analyzation. He pieces together what he can look at; he penetrates no farther than his normal or abnormal brain permits. Discernments men get are based upon depth of constructive ideations, kind that persistently gather and are pigeon-holed for future relationships.

Man mistakes principles and rules for laws and one principle and one rule for a law; and soon enough issues definitions of LAWS rather than one law and many principles and rules. To educated mind each trivial infinite problem is a law, same as Grecian gods were as many as manifestations of "Nature." Human conception is usually narrowed to bounds of physical feelings and those are constricted by ethical or orthodox environmental reasonings from childhood. Few are independently permitted to realize how stupendous law is.

We speak of "families." We look to comforts of "brothers, sisters, mother, and father." But who ARE our relations? To

man, his family is small and his relations few. The world and its people are all as children. The world lives a young life in absence of greatest commodity which makes maturity of thought and action — health. Mind of person of eighty may be younger than child of ten. Actions of a physical body of ten may be more matured than those of many adults. What then determines? How much we do which aids man in evolutionary development is what determines our age before the world. Carlyle has said, "The king is the man who benefits the world most." As we view masses, struggling with diseases and infirmities, with insignificant mental thoughts which overburden their incapable brains, they are as so many children appealing for advice of experience. Imagine a person appealing for the sparkle of the eye, rosy colored cheek, lithe and limbered step. That person is youthful in lack of aged normal expression. Next to this infant is an insane adult with incongruous thoughts. They show no gradation, no age, in fact are almost void of first sign of age; that small child needs advice any correct interpreter of unwritten law can give. Instead of restricting numbers to two, consider no person is perfect; in fact, ALL are far from being what they should be. No person has had HEALTH. They were born wrong, ancestors have been wrong for centuries. These serial abnormal physical births have held men to a lower youthful stage than is common to the plant or animal life. Man has been last to work forward and assume form of expressive age. Creation of all mortals is equal, but expression brot about thru eons of immatured expressions has made all youthful. Age is productive of quality — disease is absence of quality, hence youth. Imagine, then, this viewpoint wherein this unprogressive era of debilitated and immatured brains and bodies is looking to the UNWRITTEN LAW OF CHIROPRACTIC with an appeal and askance in their eyes for what it can give. The world will be advanced in age providing we give freely of what we have. Can you grant we consider the world our IMMEDIATE family? The unqualitative youths of apparent age will be children no more when creation, transmission, and expression will be coordinate. When Chiropractic becomes the universal benefactor, the world will ripen into an age of growth, a harvest of new thoughts, a bountiful repast of physical endeavors which will startle worlds of past.

When children are born right, of qualified parents, following reconstruction of people of present, and children are remodeled after the plan of aged and matured personified thoughts, then figure that WE (Unwritten Law thru ourselves) will have benefited mankind. And who is to say where we cease applying this philosophy? Can it stop at fence line of your yard, or can it be manifested in

everybody's home, irrespective of whether that home be in wilderness, cave, or mansion of cities? Who is to say that the world moves or is not moving? Who will assert it shall not evolve better in the future? Has it been evolving at a NORMAL or a subnormal pace? Acknowledging all peoples are insane, physically or mentally, both sexes are paralyzed, some more than others altho all are affected, the world is not actuated by a quality calculated by its creator. If we hold keynote of thot and action which restores equilibrium between one physical and its mind, two minds and their bodies, can we justify our claim by connecting many minds with world's mind and prove that people on earthly crust will move faster, more economical with greater and more justifiable results when we have come and gone? Should human family do as well or better than the rose bush? This is a part of the scheme of the unwritten law. Is this a universal idea with an equivalent application?

"The Unwritten Law" is a title. It is misapplied to emphasize a feeling in southern states over multi-color sex problem upon which whites mutually agree without a previous worded understanding. No books have been written about it, yet respect to a common creation for a segregated color birth is noticeable. Sex problems irrespective of color are principles, but were it a law it is a feeling and sensations are never placed in words. To call a limited universal aspect "Unwritten Law" is an injustice for name applies and misapplies it. "Law" is apprehension in abstract. "Unwritten" is negative, as instructed by Education, yet "unwritten law" implies it is a law infinite in abstract consideration.

"The Unwritten Law" has never been written in words, for law is impossible to assume material form; yet its product presents abstract with concrete personality. It is impracticable, at first, to conceive an edict so universal yet unwritten by will or hand of educated man. Considering all thot and matter as single, man is the branch and unwritten law the root.

You ask for proofs of unwritten law. Creator of man is NOT like man, because a powerless creature cannot create another being. The maker must possess attributes that make in beginning as well as now. We cannot make a God, yet reverse is true. Can creator be perfect and creation abnormal? Yes. Can painting be perfect and painter imperfect in conceptions—for it is his art and creation he interprets? Moreover, painting cannot duplicate painter, otherwise painting would have created itself. However perfect picture may be in comparison with painter in comparison with his creator—the unwritten law—"it is in the utmost degree of imperfection."

Make comparisons between man and some common plant and

HE is weak. This weakness of any creature is a proof of universal perfection of unwritten law, because if there were no power, weakness could not be imagined. Weakness is proof of power. You view mountains, they were made. Man's inability is proof of some maker greater. Poverty is indication of wealth. Without one other could not be. Poverty and wealth are apparent. Both indicate strength of men behind each enterprise. In the contingent world there is ignorance of unwritten law, necessarily knowledge exists, because ignorance is found. If there were no knowledge, neither would there be ignorance. Observe contrasts, feature intellectual adaptability that is and does take place constantly, and you agree world thots are subjected to a law as exact as plumb and level are to mechanics, neither of which can be disobeyed and have accuracy of form. Even man is forced to submit to death, to sleep, to other conditions — that is to say, man, in all particulars, is governed and this demands a governor. Man is DEpendent upon higher sources than himself and dependency is an essential; therefore there must be an INdependent where dependency is so prominent. Man being dependent, what and where is something upon which he relies? Is it absolute? If so, where is it and what is its scope? Must we be led blindly or does its very leadings teach us the existence?

If there be sickness, there is health. What then is standard? Is there basis from which we reckon and towards which we work? Is there a goal? Would it be well to investigate and give it study? If there is health, to what does it attribute its constancy? In what way does it radiate to all? If health is an attribute of normality, then what makes abnormality?

Admitting there is one superior from which perversions become apparent, it is plain educated man needs education and educator must be unquestionably perfect, or soon man would know more than his teachers. More particularly must there be this superior existence, or man in his study would know all and then the world would retrograde. Unwritten law is director and spiritual educator of all corporeal forms; it patterns and organizes physical matters and regulates forms of normal and healthy society, so immaterial and material affairs, irrespective of whether countries or two atoms, one mind or millions, may be organized and intellectually personified for circumstances that occur. As matter is dispensed in qualities, so will education be presented according to necessitating needs of the time, that is, the unwritten law will educate and cause one man or millions of men to think in such ways and degrees as will befittingly inculcate into them what they must perform, so that science, service, and evolution may reach better development.

Everywhere is perceptible commands, demands, and expressions of proof of unwritten law; its forms are endless, its quantity without a start or finish, yet its duties always with us, and its expressions increasingly better.

Unwritten law is more utilizable, more firmly expressed in some plants than others. Two rose bushes will show different qualities of products, due to interferences which befall that plant in physical makeup — pattern ideally correct, model normal, but daily castings abnormal. Material form has to do with immaterial expression; intellectual exhibition has to do with shape of substance; thus the cycle is complete and without a oneness nothing would be true to conformation of law. This law is the exalted arrangement of universal intelligence. Its every act is demonstrated in personifications which confirm idealisms, verify educated ideations greater than even Hans Christian Anderson dare indulge. Man occasionally dreams of momentous questions, mammoth air castles which he would fain mortalize; yet to immortal unwritten law these are second and continual occurrences. It is celestialism which divides itself into principles and rules when working in harmony in forming another world or a microbe. This Triunity can form mountains in minutes or remove them straightway. This spirituality can destroy or make islands in an hour.

Thus we observe the majestic ruler in its grandness of organization, hence beautiful rose, greatness of leaves, construction of man, who is a worm, crawls earth compared with observations of this all-wise intelligence. Its greatness comprises creations and destructions. Never does this universal intelligence eradicate one form without assigning the material some place else to make some better — although we may not recognize this useful change.

To say that unwritten law is unwritten, is and is not correct. It is not written to man who does not see simultaneous judgment and coordinate action of matter. It IS written in deeds, not words, to man who observes in the broad — who has attained intellectual condensation of the cosmos as a whole. The pyramid of Gizeh has no sign, letter, figure, or other known means of identification; yet deciphered it contains knowledge beyond comprehension, figures correct, astronomical observations — it is perfect yet not written except by deed. That man who can picture vegetable creation at a glance, can observe scattered principles and rules gathered and radiating into one habitual but refined funnel, can mentally picture how each principle and rule works, can grasp creative reasons why, and can tangibly realize actions substantially personifying cyclic function, then that man can see the hyperphysical and visible unwritten law. That man who can scan animal kingdom and

obliterate form, beauty, size, color, and other detail and cast them into one endless eternal crucible, yet retain working specifications of endless principles as a part of the whole, who CAN FEEL the worst animal is his brother, best animal his neighbor, can behold wholeness and imperfections existing in its segments, who can contemplate ideal state of each in its niche of creation and expression, can behold incompleteness of where principles and rules have been side-tracked in man, beast, or vegetable, and can work to conclusive end of rearranging, not law but matter, on right track and then observe sum total of gradations or take them all in at one glance, can observe remotest end of this working — that man is an observer of unwritten law.

Aggregate brotherhood of man, multisonous relationship of animal to man, consistent feeling between co-workers, adjoined formations of vegetables and their suggestive computation to unwritten law, are as relevant as we. Commonness of man, animal, and vegetables, knowledge that man is no greater to unwritten law than a tree, pig, or beast of burden, reverence for all original emanations in their incipient states, faultless definitions of kind of work in each, etc., are but types, samples of ideations that exist before man can retain first degrees in lodge of unwritten law. In cosmical respects, brutal savage or peaceful Eskimo, altho hemmed by fanciful constricted borders, appreciates such consistent subjects more than we.

Under caption, "Some Golden Dreams," a recent magazine contained following, which speaks for itself:

"So it appears that the chase after wealth is one of the issues which depends upon chance, luck, or the 'divinity that shapes our ends' rather than upon brains, industry, good judgment, honesty, thrift, or the observance of the virtuous maxims of old time copybooks or the inane and insincere advice of reformed but unregenerated plutocrats.

"This being the case, why should not dreams, ghosts, presentments and other manifestations of occult forces be regarded as constituting guides as safe and sane as any other available to the common run of grubbers? To accept guidance from the unseen world can hardly be more hazardous than to attempt to follow the devious ways of high finance or to play the part of the bleating lamb in Wall Street, or to invest in mines that show gold from the grass roots or to put faith in straight tips, blind pools, inside information, and other time dishonored but perennially successful devices for prying a fool loose from his pocketbook. Spooks and dreams no doubt have their failings, and if they happen to deceive there's no way of getting even. The same might be said of most advisers in the art of getting something for nothing.

"Nevertheless, it does sometimes happen that dreams come true; and there are cases on record, as well authenticated as most facts in human history, of spooks that have spoken truly."

Is it sacrilegious to affirm that some mortals are privileged to see more than others? Is it blasphemous to observe deeds as they exist in some different than in others? Are we to repudiate what is a truth for fear of disrespecting some educated man's opinions? (Religions are based upon a viewpoint of unwritten law and there can be but one interpretation, not hundreds.) If not, then unwritten law rules some individuals more than others; "rules" because law commands and gets what it demands. Faulty principles and rules go begging.

This world is the progress of dual evolution of thot and matter. Unwritten law worked thru matter, unintermittently refining its coupled qualities until every decade has evinced some fixed amendment. Step by step associated crucibles of thot and matter have shown progression—evolution. To have introduced electricity 500 years ago would have been inconsistent. To have introduced Chiropractic before osteopathy, or osteopathy before homeopathy, would have been unfit. New hallucinations of therapeutics came in turn, each successor better, more feasible and practical. Chiropractic is the latest, most serviceable, usable result of demand and supply of unwritten law for this age. Chiropractic is cause and effect—dis-ease and ease—what humanity needs and is getting now. The world is ripe for its first non-therapeutical truth. Unwritten law cannot be dictated to or prescribed for. When the sum ideas, known as Chiropractic, were ready to be reproduced, unwritten law focused and amalgamated materials of appertinent compositions and befitting constituencies to impart them. Whether mediums appropriated had prior skill or not, apparently is trivial. Chiropractic is the product of seasonable indeterminate infinite years of observation upon part of unwritten law. World was ready for its entrance when it came. Our fathers' and mothers' movements converged to same unannounced ultimate issue. Mediums, or reformed respectful competency are asked for and utilized to consummate some materialized acknowledgment minus frills and phantasies.

Principles, commands, orders, and varying attributes have been talked about, but law itself is felt, seen, heard, and smelled to end of our abilities to form ideas. Law suggests one essence—a standard applicable to all matter, in any state or form, at any and all times, black or white, red or yellow, as prevalent in darkest Africa, behind heathen walls of China, within frozen wilds of Siberia as at home, manifested in all countries, regardless of whether subjects be erroneously considered intelligent or ignorant.

Unwritten law built mankind, moulded every vegetable, or animal, regardless of age or residence, in beginning of world or today. God is beginning a new world every second for within an indefinite

epoch the world is made over. Process is gradual, hence man does not observe it in the broad. Unwritten law is as much written on visage of an orang-utan as upon face of man. It is a habit, a state of constancy in evolution and re-utilization to every gathering of matter and thots that exist to an end, intellectual one-half balancing material. Both sides neutralize from first formation to last. Pattern always in poise with product. Expressions of PRINCIPLES or rules are endless and while delighted to dwell on any principle and show lag behind, yet that would be an endless chore, therefore we confine ourselves to spiritual unwritten law as written upon corporeal frames. Dust it composes is not formed of letters but patterned after intellectual essence by means of which dust performs its functions. This "essence" designed each model; its plan of thot words includes chapters; its "words" are designs; its "book" is a small world specimen; its sectional bookcase, the worlds.

All thots and matter are subjected to an absolute organization following determined law, to a complete order and finished design, from which it will not depart; to such a degree, indeed, that if you look carefully from smallest invisible atom and forum to such bodies as other great stars and luminous spheres, whether you regard their precise arrangement, equal composition, similar forms, or exact and constant movements, you will find all are in highest degree of arrangement and are guided by unwritten law from which they could not be made to do as their supernal demands.

In front rank are D. D. Palmer as the early discoverer of Chiropractic, and B. J. Palmer, its developer. Each had his time, participation of evolution and his fraction to fructify. Shunning did not relieve or permit them to retract from its preternatural instructions. D. D. Palmer fulfilled his allotment of toil and then quickly condensed. B. J. Palmer from then to now became the preferred subordinate, assuming responsibilities and producing out of chaos a substantial philosophy. All credit should be given one for pristine riotous teachings and all honor for its heightened wonderful and respected strides to the rational logic of his successor. How much remains yet for B. J. to bring forth remains as the unwritten part of that boundless judgment. More concentrated study and longer hours are useless for intellectuality is prompted by necessity, and need is nurtured by discrimination. We are not aware of how much truth remains unraveled.

We are endeavoring to introduce what this invisible text means, how grave and how necessary it is to yield salutations en rapport with its projects. We consider it better living, feeling, constantly thinking individuality, always with and within by corporeal construction. Man cannot get away from himself. He forgets, educa-

tionally, but "conscience" — his idiosyncratic qualities — forever prosecutes or defends his contented or mal-content ideas.

Great ideas are not born, they evolve. Invention, strictly speaking, is little more than a new combination of thot images previously gathered and deposited in memory. Arts, sciences, and philosophies are gatherings of ideas of old studies. Man has always been the playground for thot, for man thinks of the world in its relation to himself. He conceives of things as HE thinks upon them and this is accomplished with a part of himself, hence that and those parts become a seat for investigation. Man has always been the plaything in the hands of unwritten law. Instead of studying ourselves AS A TOY, we think we are the matter and the world our nursery.

An art is an art; its size may be varied. There are daubers, painters, artists — all graduations of brush, paints, and minds.

First could be accomplished by a child or adult; painting might be nothing more than an idea covering something with a color; but an artist mixes thots with water and colors, blends ideas with oils, includes ideations on canvas, portrays a mental picture with his product. Difference between is breadth of thot and execution.

One thinks of color only, other interprets and transplants arrangement of colors to idealize a likeness for time to come, of a landscape or marine scene which he memorizes. Similar altho broader comparisons may be made between limited or boundless scope of sciences and philosophies. There are artists AND artists; but philosophical artists rearrange new ideas and scientifically educate those original forms. There are large and small philosophers. Some think of past, others of present, and few think ahead. Problems of past and present are much larger to some, while others conceive of necessities of future — those are progressives. Application of a name and calling of combined ideas a philosophy does not detract or attract attention of advance reasoners. Value is judged entirely by results of application. How much philosophy modifies effects depends upon breadth of wise reasoning and conclusive deductions made by person seeing and thinking. Some people see much and others little, yet both observe the same. Viewpoints make philosophers recognize superiority of another in their own ranks. It is skill and dexterity that draws plaudits for artists from one of their own number. Where do YOU stand in this lining up of artists, scientists, philosophers? Are you an educated thinker or are you an unwritten law man? One is entirely within the power of thot and other within discretion of action. One is superstition and other is reward for day dreams with a normal mind and brain — choice is within your discretion.

When educated man thought he found an appendix, apparently sore and supposed to be inflamed, "the only thing to do" was to operate, never thinking that the unwritten law made all parts for a purpose and that without them man was incomplete. Palpable ridiculous transactions were heaped at door step of the unwritten law — a scintillating maelstrom was in order. Time was ripe for a medium who would think antipodally, to oppose such acts, to culminate mankind to a higher stage in evolution. The world has its whirl of sciolistic materialism for centuries. Today comes Chiropractic reversal. Tide is beginning to sweep the world. An inundation is in sight. Sublunary thinkers are edging toward the spiritual lighthouse. This flood of restless good intentions will tickle fickle visionists and make everything appear terrestrial, but much unbalanced education balancing — mind and matter will each assume respective stalls — both will be in apposition at all times. No cultivated study is complete without a simultaneous recognition of both. As timorous medicine is rashly dismantled and courageously discarded, Chiropractic will be triumphantly robed with living glories of the necessitating hour and be the quiet yet powerful, subdued, and subservient helper — the master of the educated pinnacle.

Established failure is a precedent when man believes his years on earth unveil more than unwritten law knows, for man obscurely makes known what superior forces disclose. This is a question of humility and wholesome respect we hold for source of our initiative educations and correspondent existence.

Better unwritten subjects learn not to dictate to or attempt to command or teach unwritten law what and how to do and not to do. They accept that law is greater than mistaken principles or erroneous rules or their apparent logic which they pit against it. Like a gambler one may "take a run for his money" once — stake on unwritten advice and gain. Many curious disconnected events could be cited which reveal the supernatural (to those who do not comprehend) and perfectly natural and expected to those who esteem a pretereducational control. Investigators desire problems so plain they cease to be enigmas yet face commands for which they cannot account; from where they come they know not; to what end they were intended was a question. No definite connection could then be established between confused single idea of moment and one of a week ago, yet collation when gathered, sifted, combined, and accommodated, each in its respective pigeon hole, meant incipient BIRTH of a new science. With this lonely fact in mind, D. D. Palmer laid the foundation stone of Chiropractic. While the birth of Chiropractic is chronicled for 1895, many ideas previous to that were peculiarly characteristic of what afterward

made that original cornerstone. It is regretted that while these incidents did occur they were not of sufficient calibre, quantity to impress humanity they were even a crude art, let alone a science or philosophy. Every step, as insignificant as we now know they were, was a prosperous one; everything spelled success, he permitted the unknown to sway him, very atmosphere breathed it, and money came in plenty. Whether or not he could explain its reasonable or unfair purposes, he cared little, lived existence of an indifferent object, followed law blindly, and waxed content in his depravity — always a winner.

While concerned in discordant behavior and living inharmonious life, he was content to squander easily made money in sundry peculiar channels. For instance, long hair, a broad-brim cowboy hat, especially made and worn in the heart of a civilized modern city, were personal peculiarities. Gathering of buttons — no two alike — was a hobby for years; bought and sold gold fish; game animal heads, antlers of great dimension and freakish forms, at huge cost; each had its whirl, money spent, in which there was no higher exemplification of a natural law, in which humanity was not benefited by profits of labor so far disbursed. These and other capricious pranks were an offense to relatives, friends, enemies alike, who had to live the life with or surrounding him.

Hobbies are a right of all men; but Intelligence preferred money be directed into hobby routes wherein they directly concerned the profession and where GOOD could be spread. If this man were an agent thru which good was to come, it was foreordained he should desecrate himself, thought, deeds, and profits to the interests of humanity. Every change must be dedicated to helping others and not pampering immatured capers like idle children. To diffuse virtues among educated majorities oftentimes means expenditure of money to advertise. Purpose of money indulgently, shrewdly, and rapidly cofferized was to permit a greater extension of tenets for which he was then guiding counselor. With financial and libertine infidelity it was proper, as time went along, as birth of this child was present, to see considerate profits of that commodity were spent in uplifting and contributing towards factors of future structures. It seems commendatory in light of progress since, to know that precedent withdrew from this Chiropractic first man its nurturing support. Being founder of a family counts for much, but starting first in a race reckons small. Who persistently leads WINS admiration of the world.

Its birth instituted, we expect future growth, if useful application it must have to masses. Chiropractic is composed of principles many of which superintend this thinking and acting animal and

vegetable world. Its expansion, therefore, will be determinate and permanent when once established.

A successor was chosen thru which materialities of monetary considerations could be directed, which would be intelligently bought and sold to propagate and nurse this near principle rather than another remotely connected. An appropriate medium in some other part of the country could be found, but this would mean a loss of points established here. Having made a more improved pattern and a later model, similar yet alien to the older, and tho even too youthful for active and heavy work, the subject was capable of receiving an early start on a long and troublesome voyage accomplishing more than many older heads. Unwritten law was convinced that where former instrument lived was another even superior, one having physical and mental youth, elasticity, expansibility, and a dominating, springy, buoyant, alterable originality. Such attributes were equivalent to wholesome respect, and willing obedience only to powers that promote coordination. There existed almost six years between time unwritten law was uncere- moniously removed from originator to developer — before the son was given proprietorship. For six years there was a cessation of active growth and unfoldment of its principles and without ag- gressive spirit of this school's earlier graduates, the science would have been driven to oblivion even before the son was forced to work, for his first profound concern, in its behalf, was to preserve productions expounded from thieves who wished to rob the father of what he had endowed the world.

It grew to a protected, stunted, overgrown baby size during those six years, while the scientific, artistic, or philosophic maturity was of coarse consistency. Number of practitioners coincided with attributes of the work. Graduates of originator were teaching this principle more than was the teacher. This original man had an opportunity; he abused it, therefore learned his lesson it was too late to regain ground once lost.

By this time, we had matured to reason upon our father's pre- cepts and mis-instructions. We knew his losses, we had lived thru them with him. Children deduct ideas from conversations of elders. Repetition magnified successive failures; rebellion against circum- stances made "fate" hand it to our family more emphatically; hence we resigned in favor of unwritten law, realizing sooner we got in line the better. Third child — ourself — thot many a time of requirements and possibilities of placing fragments of great truth in every one's mind to benefit the world. Our ambition was to improve mankind. We were enthused with this principle, lying under a bushel, unable to remove superior weight. We analyzed

effects and adjusted cause. It was an unpleasant, necessary duty to oppose the past and advocate rules contrary to what father lived, to overthrow "wisdom" and accept "folly." Recognition of unwritten law was foresight and ignorance rankest imprudence. So went the trials, of two men, two policies asking for acceptance, feints lasting for weeks, months and years until an agreement was reached. Father following dictates of education, withdrew from the business. The son recognized unwritten law—the rest is Chiropractic history. It took time to reveal renovation; to reverse chaotic to harmonic order of things. Chiropractic forces were demoralized, broken, great rents had prompted malicious factions, hence enduring application of house cleaning was to unite coworkers for greater purpose of congenial progressive study. Loss of previous ten years, later became the gain of the younger, agile, vivacious son who was perhaps best fitted after all. Unwritten law had progressed to such a stage that to have let the matter drop would have been a lasting disgrace to him who started it and a permanent loss to every worldly inhabitant. All things come in their turn, in proper places and at right times. It appears, in judgment of unwritten law, that when its mantle of goodness was withdrawn from shoulders of D. D. Palmer, it was folded into drawer of obscurity for a period of a few years, again to be brought to light and placed upon shoulders of one who is as fearless as its former leader feared it; was as just as its former possessor was unjust; as dauntless as its former master was unscrupulous. From that time to this its possessor has been the slave of the unwritten law, whereas D. D. Palmer attempted its subjugation.

On every side of son we see plenty, mercy for all, and righteousness to the sick. His life is of servitude rather than a master. The son reckons with intelligence of future, whereas father conceived only the present. Son realizes cause, whereas the father did not care. Comparisons are endless, yet necessary to show WHY and HOW of development of Chiropractic. Unwritten law has created, transmitted, and expressed every thot and movement from first Chiropractic inception to present state of development and scientific work. Endless hours of toil and hard work put in by B. J. are not pleasures, but as a tool, an instrument, a medium, if you will, persuaded by intellectual energy which domineers action whether he will or not, Chiropractic is the study of cause and effects in their interblending relation to composite evolving structures.

We do not enjoy dwelling upon others' unhappy losses or circumstances which make another's loss our gain; but each has a page

in history of Chiropractic, therefore must be told, and history repeats itself. No malice or ill feeling is present to others whose rights they might have had but lost. We have good of humanity as a foundation and could we have been an idle subject and done our little part, we should have done it as pleasantly as to be today the laborious leader of this world-wide movement.

That portion of unwritten law which interests you is that expression by which you are here, why you came, and why you take vital interest in our growth. You have noted intense satisfaction that exists around this school. Is it because you are pleased with what we give; glad that Chiropractic is more than you expected — having been made well when you came sick and disgusted; now look forward with eagerness to future of your labors? Are those reasons why you regret leaving, yet desire to? While this may be true, can you get under the cover, propound a deeper reason — one apparently obscure, larger, more vital? Is there an unwritten law which brought this about? We believe in prearranged destiny and in diffusibility of unwritten law to all. We know unwritten law is everywhere, as much present in other sections as here, each portion having its more utilizable instruments. This law selects subjects and presents patterned ideas to them in no uncertain and very direct manner; that is another viewpoint of law which made it possible for students to focus here to again disperse a greater radiation of original teachings given. You are guided and your thots formed by same law that makes ours. Unwritten law, in its cosmos is that most peculiar universal intellectual entity existing in all individualities, some more than others (in some subordinates, they lose; in others it dominates), unseen yet always visible, unheard yet constantly speaking, an intellectual force so great it need not make noises, its pattern a conundrum; its products, realities, yet needing physical eyes to see, brains to think thru, not deeming it necessary to demand trains or ships with which to travel unlimited distances, or stop watches to guide time, or compasses with which to point directions.

Some people are favored with a greater quantity of these commodities than others. It is this intellectual entity which becomes a most prominent second party or second life in and making of itself a part of the incomparable life of the first, so much so that what is considered "the first life" becomes but an integral atom of second, hence both think similar thots and lead cooperative lives; both are constructive, instructive, both living evolution simultaneously; viewpoint of both should be the same.

Close your eyes, sing a song without audibility, recite a poem, see a picture, read words on a printed page, hear something you

do not hear — what have you done? No perceptible external change has occurred, yet internally you recognize differentiations. You sensed changes in your brain, but you have NOT felt them. You recited that poem without words or sound, you thot them, you recited them MENTALLY. You SEE a picture, it is a mental broad memory ideation, but what are constituents which make it complete, even to size and coloring? Your unsaid, unfelt, unheard music and ideas — it is these universally multiplied that make our unwritten law. We see Innate principle and rules insofar as Educated minds can grasp, yet unwritten law is everywhere in same manner, sees pictures and sings songs of the world in its mind. As our mental songs, recitations, or pictures are formed of colors, feelings, words, etc., which are invisible to other material duplicates, so is local picture or thot there but as an integral of the totality.

We have taught your educated minds to get the viewpoint of Innate Intelligence. The intention is to have interpretations of both minds agree, be equal. It is the person who can repose into a relaxed and quiescent state, and then see, hear, and feel educationally, pictures, words, or songs as the first mind (Innate) presents them, who can hear music from loftier sources; those are men who advance world's thot. A person so constituted, physically and innately, as to come in closer communion, is to be both complimented and pitied. It is by birth prearranged, not by choice, desire, or teachings; because he could not be otherwise if he desired. In education, such an artificially trained thinker may be nil, but according to wisdom he may be wisest. School instructions do not make wisdom; that follows as a sequence of preparatory elevation of thinking faculties by unwritten law or more harmonious co-ordination between two minds in two brains, thus both minds reach back to unity of oneness in conformity with designs of a universal evolution. More than book learning is necessary to make natural logician upon unusual conditions. Modern medical book learning is directed to unnatural phases of abnormal states; Chiropractic observes normal, hence needs but look, hear, and see, for perfection is everywhere.

Often, we speak from standpoint of "me and myself." "WE have done" and "WE have not." We endorse the better intellect as being a personality and as having been within and performed our functions, whether internally or externally or together. "WE" might imply one is as good as other, this being improper. We have only Educated with which to speak and our disciplined vocabulary of words is limited. We have no word which speaks of two parties and implies uncombined superior respects to one.

Persons acknowledge that "I did a thing" or "MY Innate (as tho Innate belonged to Educated) did so and so," but hardly ever do they acknowledge unity of two in one and join them as inseparable companions in thot and act. In every study, therapeutically investigated, we have this subserviency of Innate *under* Educated mind. Stubborn notion that instinct, intuition, etc., are some sort of crude, automatic mechanism controlled by man, God, or the devil (and man precedes in majority of opinions) regardless whether ignorant or supposed to be intelligent, is untouched. While this is time to discuss relative values, the body of ignorant, insane, or a gorilla, is as perfectly guided thru mazes of life as that of the philosopher. How often you or we have wished we had the physique of a bull or orang-utan!

We are not a spiritualist, do not believe in phases of what is inculcated into their philosophy. When we speak of terms which sound akin, we want you to appreciate we make a difference and yet with this difference we recognize our body as an instrument. If, when we close eyes and see a friend in mind, you wish to call that spiritualism, then so it is. If, when quiet and composed, we hear beautiful compositions of words or music, advice that is unspoken, and you credit spirits of dead, you may. We find almost everybody has this mental form of doing like things. It is because of these we overlook foolish side which usually doles out materializations for \$1.00 a sitting.

Electricity is known but little, yet we who claim to be intelligent do not say it does not exist. We have never taken anything for granted without trying to analyze the how and why. To compile answers into a philosophy, science, and art has been our ambition. Whether or not this is accomplished remains for others to comment on. To analyze is to get an understanding, to accept in blind faith and believe without reason is to be ignorant, even tho you acknowledge examples are facts. People acknowledge "nature", yet pinned to actualities they deal with "sympathy" or "reflex action" and have not first conception what "nature" is or of what composed, where it comes from, where it resides in human form, or how it acts or why.

To be a producer and product and not know of what you are the product, is a peculiar state. To realize the desire of a living person as a unit and yet not know what will be the ultimate aim of that life UNTIL THE PRODUCT IS COMPLETED is certainly worthy of greater analysis. After completed thot has been presented, Educated mind systematically observes and thinks, but of what was the mold composed that made the product previous to this is what proves unwritten law. Unwritten law (in relation

to Chiropractic) is unwritten and yet a majority of so-called educated and intellectual people do not understand its non-writings. Much matter given in lectures is formed while quietly listening to unspoken words from unwritten law. Thus has everything of importance in history of world been built. Some of world's greatest problems have been solved during sleep. Best time to introduce a subject for analyzation is in morning when greatest point of contact exists between educated mind and your unwritten law. We say "YOUR unwritten law" for we are all subjects of one law yet each is ruled differently. Many listeners, readers, and students have impression that an original idea, complete and finished, springs in a flash, author puts it down, and lo! the world acknowledges him a leader. Many present day writers believe because they do not produce music like Mozart, Bach, Beethoven, and other masters, they do not have sparks of genius. They do not reason that a writer, musician, poet, or other original thinker has spent months meditating and weeks writing one piece. They go over it day by day, segment by segment, add one word, erase another, place one note and take a half-dozen, insert a pause and a staccato dot, all of which indicates personification of unwritten ideas. Final product is an ideal issue — something which the world reveres. Even tho you worked for years, you could never equal that which he has easily done. Why? You have connection between Innate Intelligence and unwritten law in same combination of functions as he. Educationally he is not to blame for originations. It has grown mentally, section by section, insidiously at first, and usually occurs like putting together a picture puzzle or piecing a crazy quilt, each piece finally getting into a masterpiece of mosaic art.

Anatomy and physiology are things of which we are. They are study of structure of parts and functions which pass thru them. To study physiology in living states, is to observe, to know reason why, to study personification, each varying action demonstrating different reason. Various functions prove multitudinous reasons. Educated man thinks microscope will analyze and think how and why for him. He educationally reasons that a college education is necessary to think things internal. Brains are organs to think thru, to use them to rightly interpret Innate is highest study of physiology. End of all reason is attempt to rightly interpret Innate and bridge span between Innate and Universal Intelligence.

We have three thinkers: First thinks educationally about things which an educated mind has said and done. Second observes thots of educated man and wants to know why he thot them as he did, where he got power with which to do so, and how

he did it. He wants to know every circumstance with which educated mind concludes that — this leads him to the threshold of Innate Intelligence. He investigates every phase of this mind. His interpretations are usually correct, hence he reasons educationally, upon twice as much as first man because he deals with thoughts and actions of two minds instead of one. Third thinker — the greatest — reasons with an educated mind, permitting Innate mind to think through his educated mind and thus combined minds think combined thoughts of something greater. It requires *two* minds to reason upon thoughts of world's mind or Universal Intelligence — the Unwritten Law. Latter man solves problems of world, certainly no greater work could man attempt.

First man reasons with one-half of himself and admits balance is ignorance. Second man reasons with himself as a unit; he limits sphere of action. Third man uses combined unit as a means of seeing greater than himself. First man thinks within narrow confines; second has a field compassed by ability of educated brain; third is without end or recourse for he steps from lines and thinks of mentality of the world, is a philosopher, and in truth only person capable of deserving that degree — that man is an unwritten law man.

Man who, with discrimination, applies paint with an object of covering a building, uses educated mind. Man who becomes an artist joins uses of two minds and personifies ideals of joint minds. Man who applies two minds to benefit world is highest type of artist we can perceive. We have three kinds of artists, scientists, or philosophers. Breadth of utilization of his brain or brains to understand and portray thoughts of one, two, or three states of intelligence is that which determines his ability to be an unwritten law man. No man can lay claim to being a disciple of unwritten law, who, educationally, does less than idealize three minds as one mind.

We have not had university training, academic ideas, collegiate degrees; but, minus this, we have faculty of reaching back to source from which all things observed by degree men had birth, hence we see what they see and more because we reach first cause. It is there, then, we dwell, ask questions, decipher problems, elucidate same reasons Innate had to do to reach elevations which thou had. We reason as thou reasons; think upon same necessities thou does; hence it is logical we should have reached conclusions thou had when thou made man as an example of supreme intelligence. Without college education we have accomplished more in interpretation of truthful facts than any medical college with accumulated ideas of educated man's suppositions. We investigate

cause and effects external without recognizing there are more important causes and effects within. We are prone to study others, but do not recognize internal predicaments enough, whereas there is enough within to keep us busy analyzing for centuries.

We would discard 99 per cent of that which becomes a part of some collected good thot, were we to listen to the total of educated arguments opposing unwritten law ideas, at time they were presented. At time original ideas are crudely talked about, others do not see value or application any more than we, yet if they accept and reason in cosmic viewpoint, trying to see what unwritten law has said from unwritten law's standpoint, they will find other associating ideas will link into one chain of unbroken thots forming a new thot which becomes comparatively perfect. We say "comparatively perfect" for educationally nothing reaches perfection.

Collating the creative pattern and Innate expressions with educated method, former has always preceded in point of quantity, quality, or any other expressive or qualifying attribute. Weighing products of this unwritten law, as presented thru this particular instrument, in accumulative manner, they are a necessity, quite equal to occasion at this time in the age of human reason and physical necessity. Innate Intelligence, thru unwritten law, knows best what to give earthly inhabitants, therefore we do not question her issues, well knowing as time progresses all will be carefully and judicially compiled and applicable to some phase of present demands of unfoldment of today's evolution. While this unwritten law directs itself to bringing forth ideas which eventually see themselves garbed quite capable of expressing thot, yet to conclude this is the limit of the province of an unwritten law would be unjust and limiting its usefulness.

As educated observations have noted, this unwritten law governs Chiropractic life with which its instrument deals. Everything with which they come in contact leads to success, showing they either use better judgment or receive superior advice. We can show subjects which have educationally not been given one thot, which they have completed, and where application has overthrown previous training and teachings, whereas others thinking and pondering upon same ideas for years, continue to try and fail to see they do not THINK RIGHT. An old saying, "A little of new right is worth much of old wrong" is true. A little knowledge of how a tree DOES grow will overthrow all supposed theories on tree growth.

Matter and immaterialities comprising recognizable essentialities of this universe are regarded as being subject to division. This is a viewpoint. Cosmically, they are not divisible, two are one and are

inseparable; but educationally and for reasons of comprehensive study, we divide matter and intelligence. Man is a material unit and can see like attributes, yet he is not a unit for he is but a part of everything which surrounds him. We speak of the equatorial line, temperate zones. None exists. While material things are easily subject to the notions of divisional character, yet this is harder when dealing with immaterialities. Each idea is a unit, as is each thot. Yet one idea and thot blend into each other. No lines cut one idea from another, for they have been associated to help each other. Totality of ideas makes an ideation and many ideations form educated MIND in educated lobe of brain. Educated mind is often regarded as separate, as a unit or entity by itself, but in turn its ideations and mind depend upon Innate mind for every forun (*force unit*) with which it thinks.

Just so must Innate mind of "A" be in communication with a Universal Mind outside "A", just so must all Innate minds be in touch with Universal Intelligence. Man is a unit, mentally and physically, yet the broad scheme of all things shows more than a unit design and intention. One man works to one end, yet sum total of farmers working in Iowa fields grow corn. Sum total of product of many Innates differs with country, showing more than a personal unit division, for even countries have no unital lines. State and country lines and international borders blend one to other. Even waters which wash shores blend into soil and lose line of demarcation, are usually regarded as the end of one and beginning of another. Matter has no ending and no beginning, and as much or more can be said for minds of man or one mind of the universe — it is complete, cosmic, universal, perfected, and infinite conception of ONE intelligence which we call unwritten law, for it shows no border lines yet works all susceptible matter to end of forcing world into being normal. We see general lines, but true lines do not exist. A line has no thickness or breadth — just length. We see a part of our world and observe other worlds, yet all moves like water is vaporized and returned to earth, showing worlds blend in ultimate purposes, therefore infinite pattern is without start or finish in mental creation or physical expression.

In viewing circumstances from which you and we receive impressions, usually the family or home or its comparative immediate surroundings, we are apt to become pessimistic when we think there is not more harmony among units. It is a study to appreciate how much harmony there is in spite of inharmony, or, might we say "in spite of", to say thru intellectual adaptation to discordancy that does exist? Everybody is sick. They try and fail to get restoration thru therapeutical means. Sooner or later, thru

a gradual process, they gradually get better. Process has been slow and passed unnoticed, yet jumping chasm between then and now, improvement can be noted. You credit medicine, doctor, or other EXTERNAL means for change. Internal process is only true one. If it were not for silent yet persistent unapplauded work of unwritten law personified in you constantly in past and present, this would be much worse. People are tolerant, forgiving, and charitable, which guides our daily lives in health and sickness, yet asked "IN WHAT MANNER" this "unsensed force" influenced your disease to become one of partial ease; you, like physicians, would give answer which begs the question.

Atom is a unit, so is molecule, so is smallest microbe or largest in world. As one thot, so are thots of one mind a unit, and where man might wish to draw lines would be empiric and derogatory. From unwritten law, there are no lines of division. It is one complete law working unlimited matter everywhere, either in afferent sections or totally to end of personifying each stage of evolution when world is prepared for it. Empirically, we speak of "completing each stage of evolution", yet no stages exist. Chiropractic may be called "a NEW philosophy, science, or art," yet it is as old as pattern preceding first man. Any thot which formed in any part of the world having a leaning in what we call Chiropractic is a part; or, to frame this idea correctly, Chiropractic is a name to express certain combined ideas which have always existed universally, but never were so many of a similar line of thots observed and concentrated educationally as we have at this time. Chiropractic is not the product of "stage" thot. "Evolution" does not progress in steps, yet to our small minds apparently limited, we have no other way of grasping understanding than in watching transpositions of small masses. Look further and see how that blends with what we now have and to even beyond that we would prove how that was connected and our observation soon covers the universe. How much we see depends upon how large our minds. It is in accord with facts to say our body is evolving now, it is going thru some "stages", yet we cannot recognize them. Some minute intercellular and intracellular changes we cannot see or feel, much less hear or smell, yet they are going on — altho life would be as complete and happy did we not know that fact. Animals do not know much we think we know, yet are more content. Education makes us know more, but more discontent; for more we think we know, more we desire to change things to run as we wish. We chew food, taste and feel food passing down throat. Bowels and kidneys move and act when necessary. When we synthetically build, we cannot grasp as a oneness detailed picture of our multitudinous body moving as one unit, nor can we see picture of its every part

working according to a pattern. We cannot grasp this totality of many worlds in one, because it is too much to understand. No use trying to grasp the great if the microscopical cell is not understood. If our educated mind could comprehend the unit cellular world, then our educated mind could comprehend the unit, educated mind would cease so to be — it would be Innate. Could Innate mind understand the Universality of thot, that mind would cease to be — it would be unwritten law.

Try to see wheels of your watch go round — you know they are going, but movement is too slow for your eye to see. Now notice others and you see them move. Thus human life is evolving — some evolutions we see and others we do not; change is a perpetual motion unobservable only by contrast with periods of ages. If we have educated observation, there are sharply contrasted lines; to have book learning is to see so far as its author and no more; to reason finitely is to reason to a limit; but to observe infinitely, to see as per Innate Intelligence, to reflect an unwritten law is to study boundless matter plus exhaustive immaterialities, to make the world our stage and the world's maker our only teacher. If Chiropractic has its time and NOW be that time, then NOW is the time Universal Intelligence will leave no stone unturned, no work unfinished, no limits will be set upon thon's ability to concentrate forces into Innate minds of humanity and form those minds to Educated ones and cause them to reason a subject which they had never given a thot before, hence they become a student of the school of Universal Intelligence's choice.

Each man entering activities of the world designates a field of action. His selection remains to his likes or dislikes. A professional or mercantile business is his line. In his mind he circumscribes a certain area he will advertise and draw business from. Perhaps those borders are confined by city limits, another merchant borders limits of one or two states, but such business princes as Marshall Field and Montgomery Ward have our world for their field. They draw business from that vast territory because they consider it their field, equally as much so as another plays within a twenty-mile square patch. One man works in a big field because he is a big man and thinks big thots. We make this application to our professional lives. Some Chiropractors draw business from a "few next door neighbors", others from "the city they are in", and still others draw from surrounding district, perhaps including the State. The PSC is drawing students from the world, the world is our playground because we see necessity in every country in the world for mandates of this unwritten law. We know the world needs the work — valuable ideas we are giving, therefore big thots

call for big men to express them. Hugely expressed truths need a large field for expression. The PSC recognizes no units of thot, neither does it draw lines where we dare not trespass. Every investigator usually draws lines as to where he will go and refuses to go farther! Here is the error of human thot. There should be no field of effort or mental product but what every mortal should investigate to extent of his ability. When he says "here is the end of my thot; I refuse to go farther because it does not agree with what I have already known," then does he stop evolving. He permits boundary lines of great grandfather to be his imaginary skirt. Never does he assert the right "there are no lines", he is "a privileged character to accept anything, go into any thot or labor to do anything for anybody anywhere, so long as that thot and effect is productive of a greater good." When you see men or women doing a great world good, figure they are persons broad enough to encompass the world.

Recognizing there is a law behind this movement, we are often told by people who see educationally, that we should think within confines they think; we should act within pale of their opinions, of their acts; Chiropractic should be broader than they think — it must be restricted to border lines they reason with, and no farther. When they holler "enough", we should stop and wait for them to catch up. When they are out of breath, we should cease until they grasp enough oxygen to say, "Go ahead." Were we to permit such, we would stop with hindmost and this would mean no progress. Does unwritten law ask of slowest human dullard permission to plant a tree, sow seed, reproduce animals, cause waters to stop flowing, or whether thon might do any one or many acts usually accredited to "Nature"? When unwritten law deems it prudent and for good of community to perform any work regardless of territory, in height, depth, or surface, it is done and no questions asked of even brightest mankind. Your educated favors or disavors will not stop world from turning on its axis, or cease sun or moon from shining or turning Alaska to a hot climate and equator to a cold one, or cause stomach to hesitate for one second from digesting food or return function where before there was none, or cause one single tissue cell to contract faster. One man is too feeble to dictate to smallest or largest conception he has of intelligence or matter.

Oftentimes, apparently good logic is offered why we should not promote this or that new line of thot ("new" to educated but old to "unwritten law") for fear of disturbing, disrupting, or including an upheaval of present conception of things. When proper time comes, and if this move as suggested be proper, it will be

done and change will be made. Ways and means for change will come to scratch. Unwritten law does not permit us to intensify or stimulate its embracing intentions.

Spiritualism in all its phases is 99.9 per cent fraud, faith, and superstition. One-tenth of one per cent is genuine. THAT is honorable and reliable. This you seldom see or hear—it is the kind you get from people who do things, prove their knowledge of an unwritten law by establishing a personified record behind them. Note immortal Bach, great Beethoven, genius of Edison, etc. Show us “genius” or a student of “nature” who has brought “new” interpretations to the world, where originality was manifested, where advanced type has been accomplished, and we show a person who does not believe in spiritualism, as taught, but will acknowledge (in modest manner) that he meditated, analyzed and synthesized the all-embracing internal viewpoint.

Napoleon's life is an example. His biographers have not done him justice. Edison is another. Study biographies, and you find great men are those who worked on principles which could be applied anywhere. Napoleon saw the world at his feet and worked to accomplish it. Edison worked on principles of good for mankind anywhere. His patents and inventions have been uplifting. Presidents of United States consider the United States their field for action. They think thots large enough to supply inhabitants with what they call justice. These men interpret wants of masses and work to supply them. None of these have touched a principle as universal as Chiropractic. Telephone would be out of place to natives of darkness of Africa, yet health is as essential to them as us. Phonograph is of no value to animals of Siberia—yet health is. Chiropractic applies to animals or humans, any vertebrate, regardless of geographical situation. Man who can see broadest necessity and supply it to greatest number of people is most practical man in world today.

Each man who regarded the world broadly has observed this controlling intelligent power, each gives it a name which appears reasonable. D. D. Palmer called it “Innate,” others “intuition”, etc., many acknowledging something does exist, refusing to acknowledge spiritualism; but get into secret archives of their opinions, read between lines of their works and you find croppings of unwritten law.

How may we benefit ourselves and others more in its application? May we learn and utilize so that we can TRAIN our bodies to become better instruments and accomplish more good while we live? Chiropractically you can, sooner or later, come in closer contact with forces which enable you to advance. When we infer “closer

contact" we do not mean you have trained what does exist to do more on the sociologic basis or that economy has accomplished more. We mean you are in contact, sometimes more than others. Unwritten law always is. It is present in you all the time. Your machine needs adjustments, so every portion can do its duty; to do this does not mean a voluntary improvement upon part of educated mind or body, but an adaptation between educated and Innate forces, thus placing your educated man in "closer contact" with Innate or Universal thinking propensity. Some men or women accomplish more than others; they are in closer union, mentally and physically, with unwritten law. Some people are physically in closer contact, others close mentally, but most useful is he who is both, who has physical to sustain mental, and mentality to drive corporeal. Get atlas adjusted so all Innate's physical movements will be co-equal with educated brain and, lastly and most important, wherein Innate mind (thru Innate brain) will be coordinate with Educated mind (thru educated brain) and yet again this does not answer "WHY some people seem to be ESPECIALLY endowed."

Masses know nothing of unwritten law and what unwritten law can do to a body to driving it to make it useful to public needs. Masses see today and its needs. They feel pangs of hunger, work, are happy when they are thru and are recompensed for their efforts. They work for a few grains of silver or gold and are well repaid for minute thots. They reproduce children for selfish needs of giving them a home in old age; further than those ends, they do not look or care. Majority of people live within a sphere bounded by walls of their home and four sides of factory or office building and path from one to other, occasionally stopping mid-way to order something to eat. Seldom does a mortal consider this world as his home, any office building good enough for worst, or worst shack a heaven or hell, as he makes it.

Universal intelligence (unwritten law) communicates thru each thru medium of Innate brain, and from that is in contact with Educated brain. Thus we subordinately think and reason educationally. If your atlas were normal, there would be a free flow of mental impulses of clearest value to inferior mind and you would be one of keenest and most logical thinkers. With this in view we adjust atlas subluxation. You think better because you have a better brain thru which to think more thot. Even then you deal with superior materials and weigh carefully every infinitesimal detail in makeup of that person that governs every surrounding so one person will be selected as best to create and deliver to the world.

Thus we recognize this intelligence while we make an analogy.

Suppose a general proved a spy, would not follow orders, played truant and did as he pleased on by-roads, would you send further messages with THAT man? He would be immediately disciplined and court martialed. He was not worthy of exalted and trustworthy duty. With man and his duties, they are more important. We have a message which involves destinies of millions both human and animal, and hundreds of millions to be born, therefore have an important duty to fulfill. No wonder the unwritten law withdrew its beneficent powers from those who destroyed confidence given. Any educated person would have done likewise and certainly superior powers could not be asked to do less.

Unwritten law is LAW; it follows a systematic course. Each detail has others like it, they together form a system. Sum total of all systems co-ordinates into one grand whole. Each system is a niche in the total. Great trouble is that man in narrow sphere sees workings of parts and judges that is all to observe. He sees how *he* lives, so does his wife and sister, and is satisfied and quickly concludes because another man, black in color, lives in Africa, he lives under another organization. Because another formation called man lives in cold countries he is separate and living under another existence from ours. Man will grant these masses live on earth, hence supposes all eat and excrete, therefore live under a broad principle, but just how broad it is few have considered. Because animals walk on fours and we on twos, that makes marked distinction wherein we are better, we in our superior intelligence (?) form another rule under which he rules. Because plants are stationary, we feel further justified because no one man has risen high enough to see unity of purpose of all to one common maker, creator of intellectual forces for all compositions come above commonness of border lines that each resurrects around himself.

Throw away shackles of sects, creeds, dogmas, theories, isms, and pathies, and see destiny of yourself in this universe. View as from mountain top, world as is. Look to see unwritten law everywhere visible, acts alone proving mental pattern. "No man is quite so blind as him who cannot see."

History of development of Chiropractic, which we have been largely instrumental in bringing forth, has been a gradual, constant, never-ending toil, steadily increasing accumulation of ideas, of things said, written and done. Every apparent step has come in right time and character, no rushing or hurry; no holding back; each has come and will come when there is time; it is expressed when all is right; we dare not change the course. Arguments presented by educated minds appear logical or unreasonable—in this relation you may agree, but from standpoint of unwritten

law there is only ONE version. Many disagree at time of presentation of an idea, but later they concur word for word, idea for idea, unwritten law usually conveying so much at the time that it was beyond educated comprehension — listeners had to grow.

To educated man, no one has knowledge unless he has had a high school, academic, or university training. He must have poured over books endlessly before he is supposed to be able to think or use his brain. But man worth while thinks, with or without books; studies anything or everything minus teachers, and all have equal opportunities to do this. Education is one thing, many have it, but wisdom is a commodity few educated people have. Education is giving to another same narrow viewpoint that predecessors have had — wisdom is broad consideration given any subject. Education can be gained only from books; wisdom by thinking and seeing what others have or have not seen that is correct according to ideal types. Majority of people are like parrots — repeat what is drilled into them.

The Story of REINCARNATION

We recognize certain facts, whether or not we wish to. There is one essential, that of life and death, as expressed thru matter, and cause and effect of life and death in creation. In observation of these there can be but ONE interpretation and that is of things as they are. If our eyes are open, vibrations are conveyed to them and vision is interpreted by the mind, whether or not we wish it. More we go into life and its requisites, we are forced to believe in reincarnation.

Whether or not we believe what we see depends upon how we interpret what is before us. Often you ponder on what "reincarnation" means. Interpretation generally given is not sufficiently broad to meet comprehension. Reincarnation is that state of condition wherein all intellectual power assumes and releases possession of bodies repeatedly in similar or varied forms at successive periods, for purpose of advancement, progress, benevolence, and justice of getting most out of least in future generations.

Reincarnation is a constant and persistent process, never ceasing when it takes possession or leaves — process works from time it leaves until it arrives and from time it arrives until it leaves.

Reincarnation may be passing of our intelligence (at "death") to inhabiting brain of a cat, dog, or other animal in "next generation". First paragraph in Bible states, "And in the beginning God." Before there could have been anything, in definite form, by and thru senses of man, there was Intelligence — God. How far reincarnated intelligence could be compared with God is a question we can answer only comparatively.

Finite mind observes things in a limited way. If infinite mind talked frankly to a capable finite mind, we would learn much about reincarnation and other branches of philosophy. In the beginning — God — an Intelligence. At that time we notice various composite forms of matter assuming shapes, accommodating adaptations, various habits and conveying various functions and being expressed thru them. From that period to this, there has been a constant transformation and transplantation of thot and matter-thot preceding its execution. This world, as well as many others, is governed by one intelligence thru composite schematic influences.

Animals, plants, and man are varying forms of this universal scheme. Man is no better than an animal; there is no man better than another, better than any vegetable, because vegetables, animals,

and man have been put upon this earth to pursue, each to do his portion — a definite, ultimate aim. Then he loses identity and another corporeal and mental composite form takes place and carries progression one step further and is then obliterated; another comes; the general schematic arrangement assumes another advancement until century after century — aeon after aeon of time passes on.

The general world, as one unit, has progressed. In this sense, animals, vegetables, and man must use each portion of the schematic arrangement to act Universal Intelligence. It governs not only THIS EARTH but other worlds and their intelligences. We and they are children. It recognizes the plant as a productive child, as well as animal or man — perhaps creates no distinctive difference between them.

Vegetable was put here to make food for animal. Animal is here to be food for man. Each produces, each dies, form perishes, and we return to dust to become a productive fertilizing soil for OTHER products to come. Earth rolls upon itself, thot reverberates upon its likeness — but every revolution was greater than one before. Reincarnation, then, is passing this Universal Intelligence thru various compositions, vegetable, animal, and human, and thru these media she can utilize concrete forms of things on earth and continually adapt it to circumstances, for ultimate purpose of making this world more highly productive.

Reincarnation is that progressive step of transmission-transformation taking place in EACH unit for the purpose of progression in evolution. You ask: "Is not man better han animal?" When we observe matter infinitely (if possible), each plant has all senses necessary thru which perception of external things take place. It has individual mind thru which thots are made. Same is true of animal and man, therefore process of evolution occurs in plant, man, and animal.

Evolution is the proving in physical, material form of equivalent evolution occurring mentally. Before we have an individualized expression in form, there had to be an equivalent creative thot.

World argues and observes by extremes. Man who reasons philosophy, theosophy, etc., from a biased mental standpoint, is balanced by him who argues evolution and reincarnation physically, but Chiropractors study Chiropractic AS THE UNION of Innate Intelligence with physical. He looks to evolution and reincarnation from constant evolution or revolution of thots taking place thru mind and proving that in physical body.

Reincarnation is not steady by jerks, get-there-any-old-way

method. It is a process of steady, methodical rearrangement of body thereby improving its output. Innate reworks bodies every second, same as you change departments of store to meet demands of salesmanship.

Reincarnation intellectually has to do with every unit in composite form. Reincarnation takes a broader view thru educated brain and thots — because we feel evolution in thots (educationally). There is a silent and most thoro connection between Innate of each of us, more than we first realize. Mother gives birth to child. It knows how, when, and how much to nurse. Its bowels move, kidneys act. Should laceration take place at birth, it will heal. Should fracture occur, it will unite. Functions continue even to digestion, secretion, excretion, etc., endlessly to same degree of perfection within an hour of age as when 85. Prick skin, and child cries; approach skin with heat and it will cringe; place vinegar in its mouth, and mouth waters; place salt, and it wants water. It goes thru all characteristics of adaptation which adult possesses or pursues educationally. In youth, we call it "instinct"; in adult, education. Some peculiarities are not possessed by education or acted thru scholastic attainments — they are there, they are used without our knowledge or intent. How do we account for their presence? In adult, he gains what he utilizes voluntarily by perception and thot. He pursues a breadth of reasoning passing over a broad expanse of time, adding idea by idea until sum total equals an education-stored-up thot. Those "involuntary" demonstrations — whence came they? Were they spontaneous; did they just come; were they here because of crude, ignorant "nature"? What was the occasion for the intents and functions? Here also, then, is a process of reasoning, not gained instantaneously but accumulatively. "Soul" is accumulation of thots gathered thru comprehension, but reserved into another mental granary. Child is born with same degree of possibilities in dealing with new body, as is daily proven with adult body. Time does not *seem* to add to its store-house. Is the child born with an intelligence already apparently perfect? Yes. Degree of action performed in two bodies, adult and youth, is same so far as voluntary recognition of "involuntary" is concerned. "Spirit" that infests this new bundle of matter, just given birth, must have had previous possibilities of opportunities of accumulating pertinent ideations, or otherwise each life would be a fresh start all over as to management of humanity in infant forms. If education is compilation of thots, where did this new master mind get its body thru which to compile? Only answer is, some body in composite form previous to this one.

We are not willing to concede all intelligence is so totalized

that it is dividualized into personal segments, yet we do not like to admit individuality of identities lingering thru time until proper and befitting media are found with which to take up work of some other unfinished form. Both of these hypotheses appear reasonable, i.e., if we judge character of thot thru its execution. Study musical geniuses, remarkable "phenomena" which manifest themselves in streaks in family. Again, how, from humble daily laborers, spring engineers, scientists, philosophers, and artists? How to account for facts as history records mankind is to soliloquize upon conditions preceding their present mental beings.

Incarnation is that growth which is going on in us now, taking place in each and every one, all the time — is a constant, definite form of progressive action during cellular life of individual — it is reincarnation which is implanted at birth to an offspring. History proves we are progressive in points of quantity of lives, because we hand from one to other same or antipodal individualities as regards personality. This, then, is progressive reincarnation constantly taking place and evolved from one form to another.

Often we are told that in space are existing those reincarnated souls set free, and that some day one will again be implanted in a human being. Perhaps this is so we cannot gainsay the assertion — be that as it may, we have enough to study in reincarnation if we take phases which are observable — past and present.

From ameba to man (considered highest type of evolutionary form) it is often a fact that an individual is in communication with other souls which exist in space. Persons engaged in psychological study are adapted to certain lines of work. In such instances, by aid of external powers in constant communication with our Innate Intelligence, and aided by our normal educated man or brain, we think more thots and give more approximate perfect utterance to them in a manner which we would not have accomplished without.

When we search for thots to express, we look to educated mind; but where does educated mind get them? From whence does Innate arrive? From a superior source — call it what you may. Man is in a constant evolutionary, progressive form physically and is constantly guided by a power greater and broader than his own. For Innate Intelligence to leave our body would be its death; yet there is still what you and we call Intelligence of a universal character. If it were possible to separate Innate Intelligence from the higher power, life would be of short duration — it is the constant interchange of knowledge between ourselves and a higher power which gives benefits of an association of material things; that

is, thru sphere of reincarnation we receive experiences of natives of Africa, cattle in field, or other animals.

Some people evolutionize faster than others; not so much because creation in him is better or greater, but because he is a more receptive medium for purpose of receiving deductions of other congregations of thot gone before; because they have shut themselves off from connection with high powers. Again, other individuals who seem possessed with a superior ability along special lines constitute a cycle thru which higher intelligence is more constantly growing, producing equivalent of reincarnated action. If door is closed, action does not take place and brain becomes a worse medium to man and he does not progress.

Condition of matter equals ability of man to prove existence of a reincarnated life. Chiropractic is right because adjustments open mental windows and thot doors and the way for receptive power from a higher source, consequently means more definite action in brain cells and makes them capable of receiving superior power, hence receives more.

Do we believe in reincarnation? We are compelled to, because of what is manifested. It is not a question of belief or faith — it is seeing and knowing. Do we believe there will be a reincarnated existence? We observe a definite, specific action in people who live it — see them possessed of powers not attributes of the educated mind. We see them doing things, advancing thots and changes for which we can offer no other explanation.

Reason the fact of the evolution of *soul* life, and evolution of physical life to correspond; it becomes a simple proposition of reincarnation — execution of cycle following cycle.

Peculiar phases of reincarnation exist. One peculiar and almost "repulsive" one is man "drops to level of beasts." From standpoint of Infinite Mind, *one* creation is no better than another — there is no man educationally who can make the most insignificant vegetable, insect, or animal, nor has one man ever made another like himself, and this superior power is creating millions without difficulty. See as Innate sees, and comprehend difference in handiwork if you can.

What difference you think exists between is purely a matter of education, but not in fact. It is not uncommon to love animals in the sense of caressing and fondling them. Why? There is attraction of one product for another — soul of that animal attracting its like.

The animal has his enjoyment life and we have ours, yet our way is as we look at it educationally. We speak of the obscenity

of races. Obscenity exists only in educated, prudish mind — animals without clothing recognize no such problem, your Innate knows none. Nearer we approach normal, less evil we see or think. Closer we follow promptings of our reincarnated self, more will we progress.

The Story of "THE LORD'S WORK"

"Early to bed and early to rise makes a man healthy, wealthy, and wise." One man, at least, was not wise or he would not have made that statement. Going to bed early and getting up early has never made a man healthy or wise. The solution of being wealthy is to make money, and that is not the way to make it. Rule for being wise is to think, advance, and progress, and to be healthy is to have no incoordinations.

Review history of sciences, arts, and literature. It has been a constant progress. You have seen a series of changes in everything in your lives. We refer you to the plow which men used when boys, compared with plow of today. See scythe and reaper of today; stage coach of fifty years ago, and luxurious Pullmans of today. Seventy, eighty, ninety years ago, you used a dish with oil in it and a rag hanging out, for light. Then came candle, kerosene lamp, electricity. Formerly, newspapers were printed with hand press; today a sixty-four-page newspaper is "run off" at rate of 8000,000 per hour, by electricity. Another example is wood engravings, where men toiled by the hour, carved in wood things they wished to make an impression of. Today, in half-hour, a copper plate can be made better than any wood engraving. Years ago, when church had music, it was destined to go to hell. Today, every church brings people in harmony with theological teachings. Years ago, there was a constant cry of hell, fire, and brimstone. Today, there is little of that; it is the salvation of souls. A hundred years ago, disease meant blood-letting. Today, we have Chiropractic.

You are compelled to progress with the universe. If you continued to use dish with oil to light your home, you would be considered an unprogressive neighbor. Would you be considered wise? You fall in line, and use electricity. Would you say, "I will not use newspaper because it is not printed as when I was a boy?" Would you, in this age, return to the scythe? If you wished to travel to California, would you jog along in stage coach, spending month after month, or would you rest in an easy-riding Pullman or an aeroplane and shoot along like lightning? Would you attend a church today wherein there was no music, or would you prefer church where ear became in touch with harmony and listened with more interest to ideas—good, bad, or indifferent? Progress carries you on. Would you go back to idea of blood-letting, or get spine adjusted by a Chiropractor?

You, as a unit, and world at large have kept in touch with changes as they came, making this a world of progress. Past one

hundred years is most progressive age that history records, in discovery, invention, and knowledge. There is more liberality upon mass of people than ever before in history of world. We are in our infancy of flying thru air. Will we assume that because this is NEW we will not accept; we will not fly thru air no matter how much safer than on land? When flying becomes every day occurrence with others, when it is safer to ride on air than on land, when mass shoves you on, you will get in aeroplane and fly. You do as progressives do, sooner or later.

Accepting these things which have taken place, SOMEBODY had to be THE FIRST to promote the new idea. SOMEBODY had to make each of many steps from scythe to reaper; to invent a rolling coach over rails in preference to stage coach; to make a kerosene lamp in preference to candle. SOMEBODY had to go ahead. These men did not have their ideas universally and quickly accepted — they had to fight their way. Progress you will; grow you must. Question is whether you are to be with the multitude, scoff, and let somebody else get ahead, or whether you today accept idea of today and be forerunner of what is going to be.

John Deere conceived idea that plows should be made a certain way. Once he was poor. Today, his relatives own one of the biggest factories in the world, turning out millions of plows and going to every country on the globe. John Deere was a great man and made great progress. Would you have been with him when he FIRST STARTED, or would you have held back and "let the multitude go first; if they like it I will go with them." There are two classes of people — leaders and trailers.

Today, students in school are leaders of what is to be the greatest non-therapeutical movement, but how much of a leader are they? Do they follow Chiropractic idea or do they battle because they do not understand its intricacies? Some accept the old, staid, and well-grooved ideas, but what about the latest? They accept all the old; but the latest — that is what proves whether they are leaders or trailers.

We asked one of the boys, "What do you do on Sundays?" He answered, "I never work on Sunday. I give that day to the Lord. I lay aside a certain amount of money every week, month, and year, and give that to the Lord for the Lord's work." On surface, it looked good. We considered first whether he had fully weighed answer of WHO DID, when he said "I never," "I give." Chiropractically, he knows there are two I's — Innate I and Educated I. From viewpoint of which one was he talking? We wondered to how much of what he said had he given thot; whether he had analyzed his proposition; whether he was following a CUSTOM taught in

boyhood or young manhood; whether that had been given to him when an infant and had now gotten into a rut. We wondered whether he had strength of character enough to change from superstitious way to a practical one, if proven that his was impractical; whether he had strength of will to change from ways of his parents to way of this age. We believed the man had gotten so accustomed to doing as he was, as a part of daily life, a habit for which he could give no reason much less logical deduction for actions. We permit minds and actions to get into grooves for which we know no questioning, and when abruptly brot face to face with them, we are ashamed to admit we have been cornered — and then change. Let us look at this question from a viewpoint which we believe cannot be questioned. As a consequence, following questions were given birth: "Who is the Lord?" "What is a Lord's Day?" "What is the Lord's Week?" "What is the 'sake' of the Lord which we may do on only one day out of seven?"

We granted his fathers did use scythe, wooden plow, stage coaches, Franklin's printing presses, wood engravings, blood-letting; they did go to church where no music was allowed, and listened to hell, fire, and brimstone ideas. That father followed daily avocations, whether he implanted into that fertile and youthful mind that he must continue to heat home with fireplace. With son on his knee, did he tell him how to yoke oxen and tell him never to do otherwise regardless of how customs changed, because "that has been MY way of doing and your father knows whereof he speaks and could not be mistaken; knows right and wrong ways to do things." When father worked in field, and son brought him a jug of water, did he implant in that mind never to use other than wooden plow and scythe; did he tell the son to always use jug for drinking, never change to a thermos bottle? Did his mother tell him always to have his wife cook over a red hot range, rather than to use comfortable fireless cooker? "Do not use gas or electricity, they are of the devil." Is the son today doing as his father did? Son desires comfort for himself and wife, time savers, space utilizers, pleasures with little energy. Sons and daughters have kept abreast of the time — but have they done so in theology? Has this man made progress in modern home and business, his family, when he gave above answer? Had he given reasoning to this subject, in light of evolution, would he have been where that answer indicates?

"What is the Lord's work?" What is meant by term "Lord?" Man is of two minds — Innate and Educated — both being parts of one whole. When asked who built your child, you answer "Nature," implying intelligence superb in scope and character. When pinioned, you admit that "only infinity could do the likes

of that." As children are born everywhere, we concede a mind universal is doing that; hence "Nature" is a broad term used in trees, vegetables, animals, and man; therefore, term in its last analysis is God. Innate Intelligence in man is a focalized God. God personifies in man, plants, and animals; hence we are products of the God mind behind us. Bible uses "Lord" and "God" as synonymous and makes no distinction. If God is a synonymous term and used in same sense, then we, as Chiropractors, use term Universal Intelligence as same as God. God is a name used to express this supreme intelligence. Man considers this something which is much greater than Intelligence of man as a great BIG MAN. Therefore, God, in your mind, shapes himself into a man-shaped God that is everywhere present. Upon second thought, he would use "God" to express INTELLIGENCE, same as if you would ask us to shape Innate Intelligence. It is a condition without form. When bringing terms to LAST analysis you say, "God" is a name we use to attempt to personify Universal Intelligence. When Chiropractor starts in his cycles with God, Universal Intelligence and Lord are synonymous terms and of the same fundamental thought. "What is the mission of Universal Intelligence?" "To build this world; to keep it builded; to rebuild it when it dies; to keep this world constantly shaping to highest idealized form. To make, create, or individualize itself into Innate Intelligences." Innate Intelligence is a sunbeam, a ray of light from sum total of lights or sum total of senses. It is not an individual portion, yet it is. "What is the mission of Innate Intelligence?" Subdivide into Innate and Educated portions. Man, as a unit, is of two divisions. Look to animals and plants. We don't give plants credit of having educated intelligence, yet we don't know. If we were plants we would realize they have Educated Intelligence. We say animal has no thinking capacity and does not reason. We do this because we are not animals. If we were a cat or dog, we would find they have more educated sense than we. Strike a man and he will strike back; slap a dog and he will give you a kind, forgiving look and slide away to think of injustices of man; kick or whip a horse and he will try to do more work so as not to give his master cause to beat him. What about man? Kick him and he resents, fights, acts crazy, even to committing murder. Look pleasant at horse, and he will come to share your pettings. Look at another man's wife in admiration of her charms, intellectual or physical, and you get jealous and commit murder. Man is far from reaching "elevation" wherein humility and conservatism reign supreme. As man increases in intelligence he emulates best animal he knows.

What is the duty of an Innate and Educated Intelligence? To

produce normal man, never abnormal. What is aim and object of religion? To uplift soul and spirit of man, and to benefit mankind on earth. If asked to define "soul" and "spirit," you find it one of hardest problems you ever faced. Nowhere is there any definition that will stand criticism of logic. To say the "breath of life" counts nothing because without presence of life there is no medium thru which "breath of life" exists. Your analysis would be that soul and spirit are terms to express same that you had when referring to Innate Intelligence. Object of the Lord's work was to make man a NORMAL MAN. Suppose you have a few dollars and give it to the church "to perform the Lord's work" — who gets the money? It goes into the plate when passed. Offering goes into hands of Board of Trustees and who gets it then? Minister is paid salary. He pays grocery and meat bill, buys clothing, laundry, same as any of us; pays doctor bills, spends considerable for entertaining and keeping up appearances. Janitor gets his share, Associated Charities and Ladies' Aid get their portion, Foreign Missionaries get their slice from total asked for and received thru various associations. After all, money comes in and goes back to those who help bring it in. So much work is done for the church for nothing, that after salaries have been paid there is a very small profit. It is a business, same as any other. All businesses stand or fall upon quality of deliveries, but here is an enterprise, organized and worked same as any propaganda, which, in the name of the Lord, asks for donations to a business which otherwise could not exist. An enterprise of such merit should stand upon its own feet and compete with other meritorious business.

Associated charities gather and discuss how best to help the poor, what best to buy, then disperse to meet again in two weeks at the home of Mrs. So-and-So, where two-thirds of time is spent discussing neighbors' and friends' affairs. Meanwhile, money they do have is given to poor families who buy groceries and meat.

Ladies Aid Society buys Bibles to send to county jail for prisoners; pictures of Jesus nailed to the cross to make a vivid picture in minds of sinners.

Consider foreign missionaries. On average, it costs \$2,000 a year, per person, to TRY to convert a heathen to Christianity. An organization exists, from headquarters and head officers to members of church societies. Several states constitute a section; that section sends money to Chicago, San Francisco, or New York. Eventually, all money reaches seaport towns where it is spent for supplies and shipped to wherever there are missionaries. After deducting salaries of head officers, clerical help, etc., what percentage of \$2,000 reaches missionary? Foreign Missionary Associ-

ations report that average of \$400 goes to foreign countries, and \$1,600 stays here to end of converting the heathen to believe he should rest on Sabbath and pray to same Lord in same manner as we do.

You gave money to the church because they asked for it. Minister makes a stirring appeal: "They need your money. Here are thousands of savages who don't know about God. Good people, open your pockets. Give money because the church asks for it, and they ask for it because some persons made a trip to Africa or China and found people there worshipped carved sticks or carved stones in preference to our Savior who was nailed to the cross."

Parishoners, ashamed that the Lord would see them refuse, say "I will give a nickel if Jones does." Jones says, "I will give five dollars if Smith does." It is a wagering proposition, how much to give. Church found it could not work without money, so money became more or less stock in trade of the church, and church became center of personalized necessities. Because church said, "Here is an act pleasing to the Lord — this is the Lord's work," you willingly gave.

Suppose we walk down the street and see a man in rags, with wan, hungry look. The Lord would be pleased as much if we gave this man a nickel and the coat off our back, as if we dropped that money into church plate or sent old clothes to church, where neighbors could see us and know we did it. It is not necessary to be IN A CHURCH to give something to promote good. If you were to enter a saloon and help a poor, defenseless man from drink, wouldn't the Lord see you do it?

Meanwhile, we act with desire of church to send money to Africa or China, never thinking we, at home, have hundreds of poor persons, prostitutes, criminals, and insane who don't know any more about that same God than the heathen. We have hundreds of poor families at our doorstep who are dying from neglect, without food or clothing; but "it would be humiliating for us to be found among those people."

If heathens, more purified in character, and money can be sent to a foreign country where distasteful detail is not known, then all is well and is encouraged. When one of these foreign people who have been "doing time" in foreign country, doing distasteful work which a local parson won't do, returns to this country and delivers stirring appeals, he is regarded as a hero of sacrificing work. He sacrificed home, family connections, friendships, to work in a heathen country; his life was at stake; but local people will not give an hour a day to visit some hovel, house of ill-fame, or jail,

to attend some local sinner. You have observed EFFECTS. You have seen a man ground down because he had no work, where he didn't have enough to cover nakedness. You have seen girl who lived her life in prostitution, swearing and drinking. You have gone into penitentiary, seen criminals. Is this why church takes opposite standpoint? Without evil, there can be no good; without crime, there can be no law; without riches there cannot be poorness; without labor, there cannot be laziness; without bad, there is no goodness; hence, because of existence of evil there exists a reason for good. As crime is crime, it seems necessary to educate evil minded into better minded; hence exist two factions of teachings — one for good and other for bad. Crime breeds itself, but religion must be propagated. Hence, church is fed by crime. Without crime, there would be no church. Are people who attend churches criminals, prostitutes, and poor? Are they suffering from lack of labor? Is necessity of poor, criminals, being met by necessity which gave birth to itself? In other words, is church fulfilling growth of thing which prompted its existence? Here is necessity, and church tries to help necessity — to spiritually uplift man who is spiritually downtrodden.

Three essentials make the church what it is today: necessity, demand, and supply. Criminal or poor man is the *necessity* for this organization. Why is poor man poor? Why is criminal a criminal? Why is prostitute a prostitute? Why does girl steal? Why does boy commit murder? Once you have shown cause for necessity being what it is, for which you gave money to the church, that soon we will admit it were better to adjust cause than treat effects. If it can be shown there is a cause for man lying in gutter a drunken sot; for a beautiful woman beguiling a man, or man leading a woman into path of unrighteousness; if it can be shown why this boy of eighteen is a thief, pilfers, robs, and murders in self defense if caught robbing, would it not be better to adjust that cause than treat effects? Do shorter saloon hours abate drink habit? Does force ever accomplish anything? Does closing brothels abate the desire? So long as cause exists in man and woman, that certain they will get together. Would not intelligence in adjusting cause be better? Does talking to that boy who is a robber, thief, or murderer, or sending him in jail a bundle of church papers, make an impression on his mind so great it will overcome cause? If one man has "drink habit," there is a cause. You send from church to his starving family, coal, wood, clothing and food. Does that adjust cause of poorness? Because your father believed in and used a wooden plow, are you going to use same today? Because your father used hand-scythe, are you going to run your farm that way today? Because your father came from New York

to Iowa in a stage coach and fought Indians on the way, do you do likewise? Do you use candles in your home because grandfather did? Do you want to continue to treat fever by blood-letting because father did? Because your father taught you to theologically treat effects of poorness by giving food, clothes, etc., is that to be your duty? Because neighbors today follow path of least resistance — the custom — because this is commonly accepted, because it is theology, is this the right way? "This is the way we have done; this is the way we propose to continue; this is the right way to do" — is that your verdict?

A Chiropractor said, "I work every Sunday as hard as I can, do everything I can, and I am doing the Lord's work. I lay aside every dollar and every thot and give to God. I work as hard on Sunday as I do any other day in the week. Sunday is as much the Lord's day as any other. Wednesday is a day to be respected as much as Sunday. One day was not set aside for recognition of acts of good, more than any other. God is with us Tuesday, Wednesday, and Thursday, and sees all I do as much on Monday as Sunday. Therefore, I never do anything on Friday I would be ashamed to do any other day. I go to shows on Sunday. I recognize presence of God any time, any place, therefore lead same life all the time. Money I take in any time goes for same purpose — greater exemplification of God's ideals and intentions. I find Sunday is as handy a day to do some of these as any other."

That Chiropractor reasoned Innate Intelligence was as busy building children in future mother on Sunday as on six days of week. It was foolish to presume at midnight of Saturday Innate stopped work and rested until midnight Sunday, and then got busy again. What was good enough for Innate to work at and on, was good enough for him. Innate is more intelligent, therefore it paid to follow a higher example.

God is a name used to express thots of a sum total of unital intelligences. Therefore, Lord, God, and Universal Intelligence are one, no difference can be shown. The mission of Universal Intelligence is same as the God of theologians. Mission of Innate Intelligence is same as "nature" of religionist. Missions of Innate and Educated Intelligences are to produce man in best possible form. Function, then, of all Lord's work is to produce normal men, trees, animals, birds, fish, so far as possible.

Chiropractic aims to interpret highest "possible" universal and initial ideals and to keep units in perfect accord with thon's Universal Intelligence so when fixed normally he will have so much improved he will be a credit to the university of improved units; hence world of units will have been improved by working upon

him. Chiropractic does not "uplift" soul or spirit. That is not within provision of an educated mind. That stands perfected and does not need sense or nonsense from us. It were as folly to say to Innate Intelligence, "Hurry, evacuate bowels. You are not attending to your business." It would be foolish to argue we could step within four walls of church and uplift Innate Intelligence. We are products of that Intelligence and it is never for product to criticize producer. To say you propose to uplift your soul or spirit is blasphemy, if you believe in all-wisdom of the Lord. Innate Intelligence is Master. All we have does not need advice from us. To say we are attending church "to uplift our souls or spirit" is to imply that very source from which we came is not perfection. That we have to dictate to the Lord hardly seems logical. Pupil becomes teacher of his own teacher. No man has yet taught the Master how to make man better. You imply that soul needs correcting. In other words, your soul or spirit has gotten warped and you are going to hammer and straighten it out. You imply there are good and bad souls, good and bad spirits, good and bad Innate Intelligences; some Innate Intelligences know how to make bodies right, and others do not, and it is your duty (because of perfection you have not attained) to knock on doors of poor and inferior ones and get them to come up to a better standard. All you know, educationally, you got from this all-wise Innate Intelligence, yet you state it is warped on ideas and you are going to straighten them out. All you know, educationally, you got from it correcting you; yet *you* are the one fellow capable of getting down on knees and telling how it should be done. Majority of religious thinkers are automatic people — they repeat like parrots what has been preached into them from childhood.

Chiropractor does not go thru red tape "repenting and coming to Jesus" (when he already belongs to God, good or bad), about having "soul or spirit brought to Jesus," to get persons to clinics. You, as a Chiropractor, would not go thru those misinterpretations of ideas to get patients to come to you to get well. Chiropractor recognizes same necessity as any church. Poor man, criminal, prostitute, sick person lies in bed, dying. Chiropractic recognizes necessity of sickness as much as it does that of criminals and poorness; yet we recognize necessity AND CAUSE. We know why man is poor, why another is a criminal, why man is sick in bed, why other man is a drunkard. Rather than alleviate conditions, we adjust cause of unit which makes them so. For every condition for which church exists, Chiropractor will show a unital cause for same condition. We know how to adjust, and proceed to do so in conformity with laws of God, or Lord, or other name you see fit to call it. We recognize universality of law as much as any

minister — perhaps more — but we also recognize a *cause* which he does not because his ideas of poorness, criminology, sickness, drunkenness, have been given to him by superstitious set of men. He recognizes a necessity but does not know connecting link between mission of church and cause behind necessity. Church man recognizes sickness and believes in faith and prayer; medical man believes in faith and pills. Both have seen same disease, but each has a different way to treat same symptoms. Chiropractor sees no symptoms, doesn't care about them, pays no attention to prayers, pills, or faith, but finds cause and adjusts it. Minister has two links; Chiropractor has the third.

As Chiropractors, we recognize our duty to be adjusters of the CAUSE of sickness, drunkenness, and poorness. We have connecting link between God and man — that knowledge of cause supplies necessity. Look to every religion. Laws of Mohammed, Buddha, Confucius, Good Spirit of Indians, Pope of Roman Catholic Church, Czar of Greek Orthodox Church, and Christ of Christian era — universal recognition of universal God. We recognize no difference between because all look at same thing and same world thru a present or once mortal man. Mohammed, Buddha, Confucius, Pope, Czar, and Christ are all people who lived or are living. A person who believes in Confucius watches a tree or man grow and says, "Confucius does this." We watch trees and men anywhere and ALL grow according to God-like laws. Each man interprets this differently, and interpretation takes a different name, and he is different religiously. After all, it is a repetition of what has gone before, except that now we assume different men came to save us than existed before. What have any blank repeaters added to onward movement of world? Where have they added anything more than necessity and church? Have they added a cause? No — they leave that for the doctor; it is within his province. Inasmuch as God made the world, it seems hard to draw lines between what was and what was not. Minister should be minister and doctor at same time, as olden priests were. Chiropractor adds third or unknown quantity — the cause. By so doing, he re-establishes religions from another viewpoint. Much that has gone before will cease; theory will be replaced by facts; superstition will be replaced by art and science, and much howling and praying will be replaced by reasonable philosophy.

Analyze man's circumstances more practically. He hasn't a cent. Has nothing in his stomach — face shows it. Has rags on his body, looks rough, poor in every sense, because he has no strength with which to work. He says, "If I could get a job, I would go to work." He has not right currents going to his brain, or enough

of them to hold a job. He is poor in cash and endeavor because he is poor in currents. He is poor in action because he is poor in thot; poor in thot because he has a poorly functioning brain to think with. He might be called lazy, but that proves lack of currents in his brain. He is poor because there is a cause. Laziness is a disease as much as insanity. We have seen laziness adjusted and case became most ambitious of men. If man is paralyzed, he needs what we have not — charity. Man lying in bed needs what WE have a great deal more than he needs money. That man would rather make his own \$5.00. Adjust cause, give what we have, and he earns his bread. Sickness is necessity; adjusting cause is supply. If he is a criminal, why? His brain is acting criminal thots. No man with normal brain is jealous. His brain is abnormal, therefore jealousy. To murder is to prove a form of insanity. Why is woman a prostitute? There is a cause. Treating effects with prayers, Bibles, or soft soap talk does not help. They need what we have in Chiropractic. Give to life of prostitute vertebral adjustment, and without anything else, without uplifting thots of any character, that individual will become and live life of a moralist, not a "Christian" to the commonly accepted term. When that woman gets right function coursing thru her body, she cannot live wrong. Speeches, talks, or sudden conversions do not adjust causes.

How many church adherents live Golden Rule by digging, helping people who need it, even if for purpose of treating effects? How many people in churches call upon criminals and prostitutes and help them treat their effects with Bibles and pictures? You can't get a single individual who considers her character above reproach to go into a brothel and say, "Sister, I have something for you that will take you out of this life. I want to tell you about Christ, who He was, what He did, to deliver you from this mire." On reverse, they get together in luxuriant home societies, get out resolutions: "Resolved, that in pursuance of the fact that immorality is on the increase in the City of Davenport, that the devil and not God is growing, that in spite of our efforts to send missionaries to China and Africa, crime is on the increase in Davenport, hence we respectfully recommend that the Mayor of Davenport be asked to obliterate that portion of town known as the 'red light district.' " Meanwhile, what becomes of cause? You close one house and open another in another part of city. You have not adjusted cause within each unit. It were better public houses be kept open and under inspection than to have inmates chased into private homes, where you don't know what is occurring. Treating effects does not help.

The PSC opens its doors and keeps no one away. We are doing MORE GOOD towards putting poor and needy upon their feet,

to make them independent working units and worthy of working out their "salvation," than all churches in city combined. We do this by adjusting cause. Example: in one family three children were sick; kept father's nose to grindstone working so hard he finally got sick. He appealed to a certain church. After usual meetings, wherein his every thread is picked to pieces, and usual resolutions passed, they decide to give him support. They send money by janitor of church, because family was living in an alleyway—"not the nicest place for ladies to go." Family receives money and exists month after month. We hear of this case and send a student to investigate and invite them to come to our clinic, telling them it will cost nothing. We adjust CAUSES.

Now, for practical appreciation. A short time later, a nicely-dressed lady with nicely-flowing speech came into our office. "I hear you are robbing this family; keeping them in the depths of despair; taking money from them; you know you are injuring them." That was our thanks from the church.

Who adjusted CAUSE of necessity from which church had its origin in this case? If you carry on Lord's work, do so by adjusting causes rather than treating effects. It was "the Lord's work" that these five children should have been able to work and earn bread and butter. Were they living up to that, when down in sickness? Did church help them giving them money? Who put them in condition to exemplify law of God's work? The Lord's work is to grow normal man, animals, and vegetables in best manner possible. Was it doing it in that family before they met the Chiropractor? Was the church helping that family to be more normal when feeding their sickness and covering their nakedness? Is it doing it in anybody's family where there is sickness or drunkenness so that self-reproduction may take place that another form be brought in a better manner? Betterment of every living form is object of Lord's work. You think you do this by educating Educated mind to appreciate there is a superior being we all grant is true; therefore it is not necessary we should admit more than what is. As to training Innate mind to be a better Innate mind, as well tell the Lord you are studying it for purpose of telling Thon he is ignorant and you are going to be the fellow to set him straight. The Lord's work is to create better people. Chiropractor permits Him to do this, even more than any other, regardless of whether they are mentalists or physicists.

Elbert Hubbard, said: "Religions do a useful thing. They narrow God to the limits of man. Philosophy does a necessary thing. It lifts man up to the plane of God." What more could we say for the "philosophy" of Chiropractic? Nature furnishes enough mys-

tery — why make more with dogmas as regards the incomprehensible? The divine ray in traversing the obscure chambers of the brain is decomposed into three ideas: justice, truth, and duty. Endeavor of man, divine function of freedom from disease, end of life is to establish on earth in the form of actual works three ideals: to strive that the beautiful, dutiful, just, be made flesh.

Dr. Charles W. Eliot, for forty years president of Harvard, said: "He explains to the students of this Divinity school that its teachings of the supernatural have been founded on a fallacy, and that God is the Great Unconscious, working toward the Conscious, with men as his chief instrument. Moreover, man should be the highest object of man's solicitude, and not God; since, if anything is divine, it is man, God does not so much need man as man needs man."

"The new religion," says Dr. Eliot, "will not be based upon authority. The future generation is ready to be led, not driven. In the new religion there will be no personification of natural objects; there will be no deification of remarkable human beings, and the faith will not be racial or tribal.

"The new religion will not teach that character can be changed quickly; it will admit neither a sudden conversion in this world nor a sudden paradise in the next.

"The new religion will not think of God as a large and glorified man, or a king, or a patriarch. It will not deal chiefly with sorrow and death, but with joy and life. It will believe in no malignant powers. God will be so imminent that no intermediary will be needed. For every man God will be a multiplication of infinities. This religion rejects the idea that man is an alien or fallen being who is helplessly wicked.

"It will be a religion of 'All Saints.' It will respect all lovely human beings. It will have no place for obscure dogmas or mystery. It will include and comprehend all persons of good will, for, after all, they alone are civilized.

"In past times, to the sick and downtrodden, death has been held out as compensation. The new religion will not make such promises. In the new religion there will be no supernatural element; it will place no reliance on anything but the laws of nature.

"It will admit no sacraments, except natural hallowed customs, and it will deal with natural interpretations of such rites. Its priests will strive to improve social and industrial conditions. The new religion will not attempt to reconcile people to people to present ills by the promise of future compensations. The advent

of just freedom for mankind has been denied for centuries by such promises.

"Prevention will be the watchword of the new religion. It cannot supply consolation as offered by old religions, but it will reduce more of consolation. Pain formerly was considered a just punishment, but now human suffering will be attacked surely and quickly. The new religion will not even imagine the justice of God.

"Based on the two greater commandments of loving God and one's neighbor, the new religion will teach that he is best who loves best and serves best, and the greatest service will be to increase the stock of good will. One of the greatest evils of today is that people working their hearts full of ill will to the work and the employer. The new religion will foster the new virtue — the love of truth. The true end of all religions and philosophy is to teach man to serve his fellow man, and this religion will do this increasingly. It will not be bound by dogmas or creeds; its workings will be simple, but its field limitless. Its discipline will be the training in the development of cooperation, kindness and good will."

· Everywhere in religion as outlined by Charles W. Eliot is that religion is for uplifting mankind as he is on earth. Eliot has stood behind the largest and greatest Divinity School in the United States for forty years. Chiropractic is to be in the vanguard of that religion because the Chiropractor will make these statements a reality. It is for us to say that religion of future will be making of God within Himself a reality.

Substance of this talk is revolutionary. For man to step from one to other, he had to go thru a mental struggle. He fought it out with himself. Man who rode in stage coach jumped over into Pullman and said, "Isn't this heaven?" Progress has been a struggle. How could he hesitate to jump into a Pullman from a stage coach? Yet man fought his way into that Pullman. People did not *gladly* welcome electric lights. They fought them. Marconi did not have an easy time when he announced he could send telegrams without wires. It is death of established idea and struggle of new undeveloped truth that make fight unequal to begin with. Religions, builded upon treating effects, will no sooner go down to be replaced with adjustment of causes, than medicine. Conditions of therapeutics and religions are same; applications somewhat different; but as much can be said for various means of therapeutics as well as various forms and kinds of dogmas. Chiropractic, tho, makes one complete change — it contradicts theories of medicine and religions and replaces them with facts.

Whether or not you admit it, we are laying a fundamental of what could be plain because it is not a question of faith or belief.

We KNOW there is a God. We know there is a Universal Intelligence and a Lord, because we think with bodies that prove it a reality. We deal with fundamental law of cause and effect rather than effect for effect. Consequently, as we have, so we are, so will we overturn therapeutical ideas. Not today or ten years from now, but time will come when the fundamental you have will be the new religion. It will be religion of all nations, because all nations have spines, live thru lives of torment and pain, and they are going to be adjusted and get well. Trend of modern that is Chiropracticward.

The Story of
EVERYBODY
A Play in Three Acts

Time — Past, Present, But Not Far

In Future

Fact 1.

Scene 1.

(This scene is in a home living room with a fireplace. Appearing upon scene, singing in heyday of activity, are three young ladies — Youth, Beauty, Modesty. Next person to appear is Everywoman who is in search of Love.)

Everywoman: Youth, where will I find Love?

Youth: In youthfulness of your age, I suggest you go to the city where Love is to be found.

Everywoman: Beauty, where do you think I will find Love?

Beauty: Everywoman, you will find Love only in cities where beautiful people gather, where things of greatness can be showered upon you. Look into mirror and see what a handsome figure and features you possess.

Youth: Everywoman, look into mirror and see how youthful you are.

(Everywoman looks into mirror. Personification of Flattery appears.)

Flattery: You are handsome, you are youthful, your form is all man could desire, you possess things men want — Youth and Beauty! You are most beautiful woman I have cast eyes upon. Your hair is of beautiful golden brown! Love cannot resist charms you possess.

(Everywoman turns to Modesty.)

Everywoman: Modesty, where will I find Love?

Modesty: Not by looking in a mirror; not by paying attention to subtleties of Flattery; but by remaining with us three who are your tried and trustworthy friends.

Everywoman: Modesty, you are too modest for any good use. Did not Flattery say I am handsome? Did he not say I am youthful? Did he not say I possess great attractive powers?

Modesty: Yes, he said those things; but Flattery should have left those as consequences. On reverse, he advises you to use them as a lure.

(Next person to appear upon scene is personification of Nobody. Everywoman turns to Nobody.)

Everywoman: Nobody, am I not youthful and beautiful? Do I not possess Modesty?

Nobody: Yes, you are youthful and beautiful, but you will lose Modesty soon because Flattery is winning you from her. Beware, Everywoman. Pay close attention to Flattery and you lose friendship of Youth; you lose idolatry of Beauty. As for Modesty, many an assassin is waiting with his dagger to kill her.

(Appearing next upon scene is Truth — an old haggard witch with ragged clothes, bent shoulders, hobbling on a crutch; wrinkled face with no beauty, no youth. Few scraggly hairs show she is old. There is every appearance of Modesty, even tho in rags. She appears opposite of Youth, Beauty, and she is retiring and friendly to Modesty — everything Everywoman wants.)

Truth: Everywoman, pay close attention to Modesty. Beware of Flattery. If you do not, Nobody will be only friend you will have left.

Everywoman: Truth, I am in search of Love! Where will I find him?

Truth: Love is a son of mine. If you want to win Love, you will have to do it thru willing love of Truth.

Scene 2

(Behind scenes in a theatre. On left of stage is a group of men rehearsing a part of their regular song. Appearing upon scene are two personifications — Stuff and Bluff. Names tell characters they portray. Everywoman appears coming from her carriage thru stage entrance. With her is Wealth and Duke Witless — one representing Money, the other Title. Everywoman has her Youth, Beauty, and Modesty. Stuff and Bluff, managers of theatre, speak to Everywoman.)

Stuff and Bluff (in chorus): Who are those female friends with you, Everywoman?

Everywoman: First two, standing nearest me, are Youth and Beauty. They used to be dearer friends before I came on the stage. Third girl, standing aloof from rest of us, is Modesty. Why do you ask — do you object to their being with me?

Stuff and Bluff: We need Youth and Beauty. Should they fail us, we would lose our business. They may remain with greatest of pleasure. But as for Modesty, away with her; stage is no place for Modesty; drag her off the stage. We must have Youth on stage! Beauty! Ah, that is the attraction that draws shekels to the house. We have no use for Modesty.

(Exit Modesty.)

Stuff: Who is this man with you?

Everywoman: That is Wealth.

Stuff: Wealth, we welcome you because we need you.

Bluff: Who is this other man with you?

Everywoman: That is Duke Witless — a duke of England.

Bluff: Ah, we welcome you, Nobility, to our stage!

(Next appearing upon scene is a personification called Passion. Passion is an actor.)

Passion: Everywoman, you still have Youth and Beauty. Let us try that part of the piece we play tonight.

Everywoman: Yes, but remember we are only rehearsing our parts upon a stage.

Passion: So be it.

(Passion portrays his part so well that Everywoman loses herself. Everywoman has forsaken Modesty now and Passion takes advantage of the moment. From distance comes echo of words of Modesty.)

Echo: Everywoman, you have lost most sacred thing you possessed — my friendship — the dearest one you had. Kindly take warning; watch yourself in future; if you do not, Beauty and Youth will also leave you.

Scene 3.

(A banquet at midnight at Everywoman's house. Gathered around her are Greed, Vanity, Stuff, Bluff, Wealth, Duke Witless, and others.)

Wealth: Everywoman, what is this great ambition of your life? What is it that brought you to the city? What is it that made you the star of the show?

Everywoman: Wealth, I am in search of Love.

Wealth: I am Love, for with my riches I can bring you yachts, sailing vessels, castles, mansions, diamonds, automobiles, anything your heart desires.

Everywoman: Wealth, will you stay by me even tho I am old and wrinkles appear? Will you be true to me, should financial reverses come to both of us? Will you still be kind in the cottage, even tho I must wash dishes and you must build fires on cold mornings — should such occur?

Wealth: No, what I want is Youth and Beauty.

(At this moment, Everywoman sees perfidy of Wealth personifying himself as Love. Midnight suppers have made Beauty sick. She is lying upon sofa, and when Wealth has deserted Everywoman, Everywoman turns to Beauty for support and, to her surprise, finds Beauty is dead and only Youth remains.)

Youth: If this is your way of treating your friends while searching for Love, then I refuse to be your friend.

(Exit Youth.)

(Everywoman now has no friend. She has lost Youth, Beauty, and Modesty. Stuff and Bluff have no further use for her up stage. She is alone — an outcast.)

Scene 4.

(Place: Everywhere, street scene; midnight. Everywoman poorly clothed, alone, forsaken, cold, dreary. She looks into famous cafe where formerly she was center of attraction. She sees Wealth, Stuff and Bluff, Youth and Beauty, but not Modesty. They are having a midnight wine dinner. Her one everlasting friend — Nobody — appears.)

Nobody: Everywoman, didn't I tell you when Youth, Beauty and Modesty left you your only friend would be myself? Here I am — Nobody.

(Appearing upon scene, to right, is Truth.)

Truth: Is there something I can do to help you? Can I offer assistance?

Everywoman: Straighten up; let me look at you!

(Truth straightens up. Everywoman sees, instead of gray hair, Youth in the eye, Beauty in wrinkled lines, Modesty in clothing; and she makes of Truth her friend. At all times, Truth appears alone, unaided, fighting her way for existence. Yet when Everywoman was youthful, beautiful, and possessed Modesty, she had all the so-called friends she could desire, but they deserted her in times of trouble and reverses. Truth stood by thru thick and thin, tho Truth was told by Everywoman that she was in search of Love.)

Scene 5.

(Same home as Scene 1. In front of fireplace, lying asleep, is a man. Nobody appears upon scene, alone. He meditates, looking at man lying asleep.)

Nobody (in reverie): Everywoman is a fool. She goes into world, to cities, theatres, banquets, in search of Love. She doesn't realize, she doesn't know that Love is asleep in her own home at her own fireside.

(Enter Everywoman.)

Everywoman: Good morning, Nobody!

Nobody: Good morning, Everywoman! I told you some time before that your only friend in time of trouble would be Nobody, unless you fall back upon the old reliable friend, Truth. Love is a son of Truth. There lies Love, asleep at your fireside. Awaken him! Talk to him!

(Everywoman awakens Love.)

Everywoman: Are you Love?

Love: If taking care of your home from minute you deserted it; if keeping coffee pot on stove since you have been gone; if keeping your clothes repaired; if keeping your slippers warm at fireside; if thinking of you constantly, by day and by night, looking after your interests while you were roaming the world searching for me — if that is Love, then I am Love, for I have done all of these things.

(So it came to pass that Love which Everywoman was searching was IN HER HOME all the time, but she must go thru these experiences to realize that truth.)

SO ENDETH FACT I.

* * * * *

Fact II.

Scene 1.

(Everyman's home — a home scene. Appearing upon stage are three men personified as Creation, Cycles, and Expression. Everyman is in search of Health.)

(Superstition enters.)

Superstition: Everyman, you are in search of Health? ONLY way to get it is to listen to me. I will lead you to myths, theories, and exploded ideas of centuries. These have now been scientized and made into specifics. I can introduce you to Serum and his wife, Anti-Serum; Dote and his sister, Anti-Dote; Vaccine and his

relative, Anti-Vaccine; and the whole neighborhood, who are inter-related.

(Enter Innate.)

Innate: My friend, Everyman, beware! Superstition has been the drag of every generation. Take his advice slimly; pay little attention to him. He is unreliable; is not telling truth. Everyman, you are in search of Health, and Health is a daughter of mine.

Scene 2.

(Physician's office. There appear personifications of Dope, Sympathy, and Operation. Around Everyman are his friends — Creation, Cycles, and Expression. Pharmacopia and Pill enter.)

Physician: Everyman, this is no place for Cycles! Away with him! This is an office of Science, of a regular therapeutical physician.

(Servants of Physician, Pharmacopia, and Pill drag out Cycles, and Everyman has now lost his dearest friend. Pharmacopia proceeds to make love to Everyman.)

Scene 3.

(Hospital ward. Everyman in bed. Consultation of physicians being held. At head of bed still remain two friends of Everyman — Creation and Expression. Expression takes a poisonous medicine by mistake; takes sick suddenly, and dies.)

Creation: This is no place for me. Air is pregnant with falsehoods, mistakes, and failures. I refuse to stay longer with you, Everyman.

(Exit Creation.)

(Meanwhile, Pill makes loves to Everyman, and Everyman is still searching for Health. He wants to make love to Health, and Pill tells Everyman she is Love.)

(Everywhere, Everyman on street, worried, careworn, lines on his face; every once in a while, a twitch of muscle, a limp of leg, a crutch under arm, inability to carry himself erect; no virility, no strength mentally or physically. He has been butchered, doped, pillled. His friends — Creation, Expression, and Cycles — have left him. He cannot get a position, could not maintain one if he had it. His clothes are ragged, shoes have holes. He is suffering from cold, for his body cannot keep him warm. Everyman's only friend now appears upon scene — Nobody.)

Nobody: Everyman, I remember telling you that when you are down and out, Nobody would be only friend who would stand by you.

(While talking in this strain, along comes Innate — kind old man, wrinkled and worn, altho the personification of Wisdom.)
Innate: Is there anything I can do to help you?

Everyman: I need a friend.

Innate: I never have deserted you. It appeared as tho I had forsaken you, but I stood by you, am standing by you now, and will continue to do so in greater measure, if you will give me the opportunity.

Everyman: Gladly will I give you the opportunity.

(Innate and Everyman lock arms as they walk the highway of life.)

Everyman: The act of your offering assistance to me is the desire of Creation — at least, so says Cycle. So you are my three friends who I thot had deserted me — you are all of them.

Scene 5.

(Original home scene of Everyman. Nobody appears.)

Nobody: Everyman, Innate was with you all the time but you knew it not. You were in search of Health. You thot you could find her in the doctor's office, in the hospital, on the streets, yet you failed; but she was with you unknowingly. You did not find his daughter, see her, realize her presence, until you needed her most. Then she came to your rescue — not you to her. You have searched clouds, seas, lands, nations, climates, and cities galore, for Health. You have looked far and near. You have fought, pleaded, coerced, cajoled people to bring Health to you or take you to Health; but Health is a daughter of Innate. You never searched for Innate, therefore you could not find clew or trace of the residence of the daughter of Innate who is Health. It is this round-about complexity, in searching for Health that made medicine what it is. The inward simple recognition of Health, the daughter of Innate, is what made Chiropractic what it is. Only way you can find Health, Everyman, is by permitting your possibilities to do full justice to the desires of Expression.

(Everyman resorts to his own possibilities and finds Health who was constantly with him.)

SO ENDETH FACT II.

Fact III.

Scene 1.

(Home scene. Personalities of three individuals appear — Desire, Action, and Altruism. Every Chiropractor is searching for Success. Egotism enters.)

Egotism: My friend, Every Chiropractor, you are in search of Success?

Every Chiropractor: Yes, Egotism, I am.

Egotism: Let me give you advice. Success depends upon Pomp, Ceremony, Show, Display. These are friends of mine. They will help you to find Success.

(Enter Conscience.)

Conscience: My friend, Every Chiropractor, Success is a son of mine; pay close attention to what I say and you need not worry but what you will meet my son — Success.

Egotism: Come on, my friend. Come with me; look at our beautiful clothes, at our beautiful Pomp, Ceremony, Show, and Display; look at the magnificent building in which we live! You see the outside. Is it not grand? Come inside.

Conscience: Beware, my friend, beware! Success is not outside show alone! There must be something substantial internally! Many another fly was led likewise.

Egotism: Come on, my friend, as the outside, so is the inside!

Conscience: Beware! Success does not depend upon friendship of people Egotism has mentioned.

Scene 2.

(The PSC. Seated alongside of Every Chiropractor are his "friends" — Greed, Suspicion, Diploma, Moves, Easy Time, etc.)

Egotism: These are all friends of mine. They go to make up Ceremony, Pomp, Show, and Display — all that I told you we would find inside.

(Just behind Every Chiropractor are three PERMANENT friends — Desire, Action, and Altruism.)

Altruism: Every Chiropractor, you are a friend of mine. If you listen to the advice of Suspicion, Greed, Diploma, and Moves, then I must leave, for I do not mix with retrogressive "friends."

(Next appearing upon the scene are Mr. Mixerite, Mr. Less-time. They put in a "good" argument for Display, Pomp,

Ceremony, and Effect. Mixerite makes loves to his friend, Every Chiropractor. Meanwhile, this School is no place for Altruism — in Every Chiropractor's mind — consequently, Altruism is dragged off scene.)

(Exit Altruism.)

Scene 3.

(Every Chiropractor's stopping place, wherever that may be.)
Lesstime: Success is me; I am Success. You are searching for Success. Then you have found me. Let me make love to you.

(Friends, Action and Desire, refuse to tarry longer. Action gets subluxated, becomes incoordinated, and dies.)

Desire: There is no use of my being here unless I can be with Expression and Action; therefore, I will leave. I am sorry to desert you in time of trouble, in time of need, but you refuse to listen longer to me; therefore, I go where I am wanted.

(Exit Desire.)

Scene 4.

(Everywhere. Every Chiropractor has made love to Mixerite, Lesstime; listened to advice of Greed, Suspicion, Diploma, Moves, etc. He has all they could give. He has gone into the world everywhere, searching for Success. He has with him, as friends, Pomp, Ceremony, and Display, whom Egotism advised him to have, and HE IS A FAILURE. His rent is past due, his furniture shoddy, his clothing dilapidated. His reliable friends, Action, Desire, and Altruism have left him. He has but one friend — Nobody — who appears upon scene.)

Nobody: I told you once, Every Chiropractor, that the only friend who would stand by you in time of trouble, at time of being an outcast, professionally, ethically, personally, and legally, would be your friend Nobody. Here I am.

(But Conscience appears, unsolicited.)

Conscience: Let me give you a kind, helping hand. Perhaps we can yet resurrect Action and Desire and make of you a friend of Altruism. Let us walk along path of life and start anew. My friend, Every Chiropractor, you are in search of Success, are you not?

Every Chiropractor: I am.

Conscience: Success, my friend, is a son of mine. To find my son you must appreciate his father and mother. I, Conscience, am his parent. If you will listen to me and not to your "friends" Pomp and Ceremony, we will yet find Success.

Scene 5.

(A home scene. Nobody appears.)

Nobody (in reverie): Is not Every Chiropractor a fool? He thot to find Success anywhere, everywhere but within himself. Success is in his home, and his home is within him, but he does not know it. Here he comes.

(Enter Every Chiropractor.)

Nobody: Good morning, Every Chiropractor.

Every Chiropractor: Good morning, my friend Nobody. I am still searching for Success.

Nobody: I know you are. You have gone over the world; you have tried advice of Greed, Avarice, Suspicion, Diploma, Moves, Short Courses, etc., and you have failed. Success, my friend, depends upon listening to advice of Conscience. That, you have refused to do. Conscience advises you to thoroly prepare yourself to do all the good you can to all people you can, in as short a space of time as you can, with least possible cost to each individual. This you have not done. Success, my friend, lies within you, but you have known it not. Perhaps now you are ready to listen to advice of your friends, Action, Desire, and Altruism; perhaps you are now ready to follow your Conscience. Here comes Conscience now.

(Enter Conscience.)

Nobody: Conscience, here is my friend Every Chiropractor. He is searching for Success and he has not yet found him. Can you advise him further?

Conscience (to Nobody): Our friend Every Chiropractor has learned his lesson and learned it well. What he wants is advice.

Conscience (To Every Chiropractor): Very well, I am willing to give when you are ready to receive. Otherwise, it is a waste of Effort, Action, Desire, Altruism, and Ambition. My friend, get in your motive the desire to do good; let that be your prime intent. To do good requires a thoro preparation. To be thoroly prepared calls for absolute concentration and consecration of yourself; apply yourself well while doing it. Pay no attention to advice of Greed, Avarice, Vanity, Flattery; to midnight dinners or suppers — less of the cup and more of the book.

(Every Chiropractor drops his head, takes advice, and appreciates its value.)

Nobody: Nobody believes, any more, in things you tried to foist upon them, and even tho Greed seemed to appreciate them, only with Greed it was surface the same as it was to you — one surface

rider sees thru another. You do not gain respect from Avarice as you thot you would. Nobody longer places confidence in lotions, hot bags, moves, precedent, sympathy, reflex, blood and those things. Everybody is waiting for THE NEW IDEA. Better you can give them this, the more you will find SUCCESS. You have tried to follow the advice of your former friends by coercing, cajoling old ideas into your patients. Yet, my friend, Success was in you all the time. Innate's law, my friend, is all-sufficient without man multiplying it. Internal simplicity has made Chiropractic what it is — specific, pure, and unadulterated Chiropractic is Innate personified.

My friend, why have you tried to make my work appear more than it was? Why didn't you love Innate simplicity and be Success?

You have searched far and wide, and you found it not. You possessed it all the time, but knew it not.

(Curtain drops on last Fact.)

Nobody steps to front of stage and addresses audience:

A man makes a success or a failure — who cares? Nobody. But his everlasting friends — Truth and Conscience — stand by him. Everywoman, Everyman, Every Chiropractor — they searched elsewhere for what they possessed within. Everywoman, for Love — she had it and didn't know it; Everyman, for Health — he had it and didn't know it; Every Chiropractor, for Success — he has it but doesn't know it.

Love, Health, and Success — all are attributes that flow from within outward. All forsook the real for the dazzle. They believed in Flattery, Passion, Wealth, for Love; they thot Superstition, Pharmacopia, and Pill meant Health. Every Chiropractor believed that Egotism, Worthless-Lesstime equalled Success. They believed in the pull instead of the push, Affection for Truth, Pretense for Reality, Greed for Humanitarianism, Short Course for Thoroness, Diploma for Knowledge, Moves for Simplicity, Shadow for Substance. All and each eventually recognized its Cycle, and fit in at proper place and time. Everywoman started from home AND CAME HOME for what she searched; Everyman left home and WENT BACK TO IT for what he wanted; Every Chiropractor went back TO HIMSELF for things he needed.

Who cares about you? Nobody! Who cares about himself? Everywoman! Everyman! Every Chiropractor!

(Nobody blends into darkness. Spotlights appear.)

(Orchestra starts playing. We observe upon left of stage Reflection and Meditation with heads drooped, thinking over past. On right sit two characters — Contentment and Satisfaction. As you, Everywoman, Everyman, Every Chiropractor, sit in opera house, you can look upon only ONE side of stage. As you, Every Chiropractor, live your individuality, you can either gaze upon Reflection and Meditation or Contentment and Satisfaction. Which side do YOU, Every Chiropractor, view?)

* * * * *

The Story of BEING NECK CONSCIOUS

In another story—we think it is in QUESTIONS AND ANSWERS—we have discussed at length how Chiropractors spend years preparing themselves and studying how to adjust right vertebra, at right time, in right manner to get sick people well; then give little, if any, thought to education of patients in teaching them or doing anything themselves to preserve the adjustment, once given. It is as necessary to protect adjustment, once made, as it is to give adjustment to undo damage of vertebral subluxation.

If a fracture of arm or leg occurs, surgeon sets it and puts it into a splint or cast to preserve it until it unites. If a rib is fractured, he will more than likely tape area to keep breathing from hindering fracture from uniting. Would that we could do the same with a vertebral subluxation, once adjusted. Such would be difficult.

The important educational feature in which a Chiropractor can instruct his patient is HOW TO SLEEP to protect the adjustment. Many people sleep on left side, right side, on back, or on stomach. Best way to sleep is on back, next on either side, but one should *never* sleep on his stomach. If patient sleeps on either side, he should build up intervening space between thickness of shoulder and neck with proper thickness of pillow, so that head does not sag. This will vary according to differing distance between neck and shoulder. If patient sleeps on back, same should be done by building up space between shoulders and neck-line, with pillow. If patient sleeps on stomach, it becomes necessary to turn head to either side, to breathe. This twists neck, relaxing muscles on warm bed side, and puts a constructed state of muscles on upper cold side of neck, torquing neck, putting it to a more or less permanent strain. In daily checking cases, we can almost always tell which cases sleep on stomach because their readings are generally worse.

An easy way to understand what we are trying to say is: As you sit, so should you sleep. As you sit, you do not lop your head down on left or right shoulder; neither should you sleep that way. As you sit, you do not drop your head forward on your chest; neither should you sleep that way; yet some people do prop head forward by building up too many pillows between bed and head. As you sit, you do not drop head back between shoulders. Some people are very well built between shoulders and back of head. To sleep without any pillow behind head is to let it drop back on bed and drop head back between shoulders. You should not sleep that way. You should sleep with head in same relationship to body as it is when you sit upright. *Never* sleep on stomach, no matter what

you try to do with pillows, your head is always on a torque twist. While sitting upright, try to lop your head to left or right side, forward on chest, or back between shoulders, and you will see what a strain it puts on neck. By doing this, you will see what we mean.

In The B. J. Palmer Chiropractic Clinic, we are very neck-conscious. Having checked case for interference, if such is found, we give an adjustment. Case is then taken back to shielded and grounded booth where post-check is made to prove adjustment has been given. Adjustment consists in setting the vertebra in correct position. Case is then placed on ambulance cot, with head placed in receptacle which does not permit case to twist head after adjustment, and is then taken to a silent rest room where he is required to lie flat on back for at least three hours. In quiet rest room, patient relaxes, and during that relaxation period vertebra *seats* itself. Following that, we do not ask patient to hold neck stiff, looking straight forward and not turning to either side. We ask him to keep neck in a more or less relaxed position, but not to *suddenly jerk head* to left or right, up or down. A stiff neck would defeat purpose; neck must be relaxed. However, case must observe caution against strain or sudden twist of head in any direction.

In this way, once vertebra has seated itself, it remains seated. By observing these simple rules, we reduce frequency of adjusting, because of non-existence or reappearance of vertebral subluxation.

The Story Of VISIONS OR ILLUSIONS

INTRODUCTION

Perhaps you will disagree with some of my
interpretations and constructions.
This is a question of vision or illusion.
My vision may supplant your illusion.
Your illusion can supplant my vision.

THE PRELUDE

The Whole Story

When Innate Wants A Man

When Innate wants to drill a man
And thrill a man,
And skill a man,
When Innate wants to mould a man
To ply the noblest part;
When she yearns with all her heart
To create so great and bold a man
That all the world shall praise —
Watch her method, watch her ways!
How she ruthlessly perfects
Whom she royally elects;
How she hammers him and hurts him
And with mighty blows converts him
Into trial shapes of clay which only
Nature understands—
While his tortured heart is crying and he lifts
beseeching hands! —
How she bends, but never breaks,
When his good she undertakes . . .
How she uses whom she chooses
And with every purpose fuses him,
By every art induces him
To try his splendor out —
Innate knows what she's about.
When Innate wants to take a man
And shake a man
And wake a man;
When Innate wants to make a man.

To do the Future's will:
 When she tries with all her skill
 And she yearns with all her soul
 To create him large and whole...
 With what cunning she prepares him!
 How she goads and never spares him,
 How she whets him and she frets him
 And in poverty begets him...
 How she often disappoints
 Whom she sacredly anoints,
 With what wisdom she will hide him,
 Never minding what betide him
 Though his genius sob with slighting and his
 pride may not forget!
 Bids him struggle harder yet.
 Makes him lonely
 So that only
 God's high messages shall reach him,
 So that she may surely teach him
 What the Hierarchy planned.
 Though he may not understand,
 Gives him passions to command —
 How remorselessly she spurs him
 With terrific ardor stirs him
 When she poignantly prefers him!
 When Innate wants to name a man
 And fame a man
 And tame a man;
 When Innate wants to shame a man
 To do his heavenly best...
 When she tries the highest test
 That she reckoning may bring —
 When she wants a god or king!
 How she reins him and restrains him
 So his body scarce contains him
 While she fires him
 And inspires him!
 Keeps him yearning, ever burning for a
 tantalizing goal —
 Lures and lacerates his soul.
 Sets a challenge for his spirit,
 Draws it higher when he's near it —
 Makes a jungle, that he clear it;
 Makes a desert that he fear it
 And subdue it if he can —

So doth Innate make a man.
 Then, to test his spirit's wrath
 Hurls a mountain in his path —
 Puts a bitter choice before him
 And relentlessly stands o'er him.
 "Climb, or perish!" so she says
 Watch her purpose, watch her ways!
 Innate's plan is wondrous kind
 Could we understand her mind . . .
 Fools are they who call her blind.
 When his feet are torn and bleeding
 Yet his spirit mounts unheeding,
 All his higher powers speeding
 Blazing newer paths and fine;
 When the force that is divine
 Leaps to challenge every failure and his ardor
 still is sweet
 And love and hope are burning in the presence
 of defeat . . .
 Lo, the crisis! Lo, the shout
 That must call the leader out.
 When the people need salvation
 Doth he come to lead the nation . . .
 Then doth Innate show her plan
 When the world has found — a man!

— Angela Morgan

VISIONS OR ILLUSIONS?

"Where There Is no Vision the People Perish."

(Proverbs 29:18)

(SAINTS OR SINNERS OF CIVILIZATION?)

In the Elks Magazine of March, 1923, is an article entitled "Collecting Great Men as a Hobby" by Bruce Barton, from which the following has been extracted.

"'You have done something which no man ever attempted before,' I said. 'You have compressed the whole history of mankind into a single volume. You have come tramping down through the ages, upsetting idols, brushing aside illusions, overturning reputations — what men have survived your scrutiny? In the long vista of the ages who are the really great men?'

"He answered with six names — Jesus of Nazareth, Buddha, Asoka, Aristotle, Roger Bacon, Abraham Lincoln. The controversy

which his selection aroused is still so fresh that I need not enter into it. The significant thing about that list is that no name of a conqueror appears on it; no name of a leader of armies; no name of a man who owed his eminence to the accumulation of wealth. Passing over the emperors and millionaires of history — all the hosts who labored and worried in *getting*, — Mr. Wells named six men who *gave* the world a new vision, an idea or ideal which made life different because they had lived.

“Probably no one of the six thought of himself as a particularly great man, destined to live forever in history. They had work to do, a message to deliver, a faith to which they must be true; and, in the achievement of their task they were content to surrender all that they had, even life itself. In one of his essays Emerson has a remark to this effect: ‘See how the mass of men worry themselves into nameless graves, while here and there a great unselfish soul forgets himself into immortality.’ Well’s six greatest men are eternal evidence of the truth of that observation.”

All men or women who have left their imprint on society’s history, followed, knowingly or unknowingly, a certain set of essential fundamentals, as follows:

1st. Service rendered.

(Service from words “Serve Us.”)

Service MEANS DELIVERY as well as being received.)

2nd. Service IN BIGNESS, is measured by the NUMBER SERVED.

3rd. The *unselfish service of giving* rather than the selfish anything to get.

4th. PRINCIPLE.

5th. FEARLESSNESS.

6th. TEST.

7th. PRICE he pays.

8th. The spirit of HUMILITY.

The Christ as a sample character.

In this story we shall not discuss the Christ as a Divine Being, or as the Son of God.

We will admit it!

- Each of us, as human beings, will profit more, as such,
if we present the Christ as a human being,
amongst human beings,
as one mortal would associate with other mortals,

as one who sacrificed as a human being to succeed as a human being, in his dealings with men and women

as we, as students of human beings, would make a student of any other man, of his time or ours.

DESCRIPTION OF JESUS

By his contemporary, Publius Lentulus, who was the predecessor of Pontius Pilate as Governor of Judea.

A man of noble stature and of very beautiful countenance, in which such majesty resides that those who look on him are forced to admire him.

His hair is of the color of a fully ripe chestnut, and from his ears down his shoulders it is of the color of the earth, but shining. It is parted in the middle of his forehead, after the manner of the Nazarenes.

His forehead is smooth and very serene, his face free from wrinkle and spot, and with a slight color.

The nostrils and lips cannot reasonably be found fault with.

The beard is thick, and, like the hair, not very long, and divided in the middle.

There is a look of terror in his grave eyes.

The eyes are like the rays of the sun, and it is impossible to look him steadily in the face on account of their brilliancy.

When he reproves, he terrifies; when he admonishes, he weeps. He makes himself loved, and is gravely cheerful. It is said that he was never seen to laugh, but he was seen to weep.

His hands and arms are very beautiful.

In conversation he is charming, but he seldom engages in it; and when he does converse, he is very modest of countenance.

In presence he is the most beautiful man that could be seen or imagined; just like his mother, who is the most beautiful young person that was ever beheld in these parts.

In learning he is an object of wonder to the entire city of Jerusalem. He never studied at all, and yet he knows all sciences.

He wears sandals, and goes bareheaded. Many laugh at seeing him; but in his presence, and when speaking to him, they fear and tremble.

It is said that such a man was never seen or heard in these parts. In truth, as the Hebrews tell me, there never were heard such advices, such sublime doctrine as this Christ teaches; and many of

the Jews hold him for divine, and they believe in him, while many others accuse him to me as being contrary to thy majesty.

It is acknowledged that he has never done harm to any one, but good. All that know him and have had dealings with him, say that they have received from him benefits and health.

The foregoing description is condensed from a letter written by Publius Lentulus, then Governor of Judea, to Tiberius Casear, Emperor of the Romans.

(The Crucifixion — by An Eye-Witness.)

1. He had a service to render.

His service consisted in delivery, in such a simple and human way that they received.

2. His service was not confined to his neighbors,
The town of Nazareth,
The people on the border of the sea of Galilee
Or his city, county, state or his country.

3. The Christian service was rendered unselfishly to ALL the world
All its nations
All its people
All its colors
All latitudes and longitudes.
For all time.
-

4. This was a human interest principle that *was* new in the introduction of religions.

The new, original, distinctively different, initiative idea that he introduced to religion was "The fatherhood of God and the brotherhood of man."

5. He preached this principle IN A FEARLESS manner.

Any man, who preaches a NEW principle, must expect rebuttal from those who believe OLD principles.

He was accused of practicing, preaching and praying contrary to the statutes and laws of the Hebrews and Romans.

Christ healed by "the laying on of hands" in violation of law.
He was accused of
 corrupting the people
 refusing to pay taxes
 making Himself a King.

6. He was accused, tried and convicted.

For three weeks this man went thru many tests.

For three weeks He endured the humiliations of being tried,
before Courts and Juries, for being the Savior of mankind
and for giving them a better way of being saved.

This man was in no wise insensible to injury;

He felt most keenly every insult;

His sense of honor was extremely delicate.

For three weeks He was mentally drained and physically
sapped of His vim, vigor and vitality.

(The trial of Jesus, by Chandler)

Christ had His Judas.

One of those trials was before Pontius Pilate.

This was another of the tests.

We are not so much concerned in making these statements, as
to ask you the question:

Was He fearful or fearless?

Here is a wonderful example of fortitude and character.

This man was under the squeeze.

The pressure was getting heavier day by day.

If ever a man was under stress, 'twas He then.

We are not so much concerned in citing these conditions, as to
ask you the question:

Did He break?

Did He compromise, neutralize or give up?

Did He say to Pontius Pilate,

"I did not mean what I have been saying."

"What I said isn't the facts."

"I was just preaching, praying and practicing to pick up
stray pennies to make a living."

"I apologize. I am sorry."

"I will quit. I won't do anything more."

"I am through, I will quit preaching, praying and practicing if you will dismiss the charge and let me get out of the state?"

Did He do that? NO!

As I know the Christ mind, He stood before the Judge; and, when the Judge asked Him — "Have you anything to say before sentence shall be passed upon you?" He looked him eye to eye, shoulders erect, and said: — "According to your statutes, I am guilty. But, as I know my God, as I understand my conscience and as I work in the interests of a service to be rendered to humanity, I am innocent of aught but good for them. I stand ready to take your sentence."

7. He paid the price.

He was condemned to die.

The procession in which were the doomed Jesus and the two thieves, wound its way out of the entrance to the valley that leads from Jerusalem to Golgatha, (or place of The Skull) the place of execution.

The procession, starting from Pilate's mansion, moved in a westerly direction over twelve hundred paces through the middle of the city.

The most frequented streets were carefully chosen for the march.

"Whenever we crucify a criminal," writes Quintilian, "the most populous streets are selected so that the multitude may look on and be seized with fear."

The day had been set aside as a holiday,

The mobs of Romans and Hebrews came from many miles away.

During all His public life, Christ had never faced such a numerous and such a choice audience.

There were thousands of Jews from the whole of Palestine, among them the most distinguished of the people;

there were, besides, Greeks and Romans who represented the civilized work of that time.

Altho early in the spring, the sun was unusually hot.

The heat became unbearably hot towards evening, the intensity increasing as the day wore on.

The road was about one-half mile long, from beginning to end.

It was about thirty feet wide until it left the City walls, and from there on was a trail to the Top of Calvary.

The hill was short and steep.

"VIA DOLOROSA"

We have walked the "Via Dolorosa", as it is today, beginning with the

1st STATION, which is in the barracks which rise over the ancient ruins of the Castle of Antonio, to the

2nd STATION, divided between the Franciscan Chapel of the Scourging and the Sisters of Zion, where, in the basement He began to bear His cross to the Chapel wherein is the Ecco Homo Arch where Pilate said "Behold The Man", following on thru the road to the

3rd and 4th STATIONS, where He fell for the first time, on to the

5th STATION, where St. Simon of Cyrene took the Cross from The Master, to the

6th STATION, to the House of St. Veronica where Veronica wiped the sweat from the Master's brow, to the

7th STATION, where He passed under the arch, out thru the outer wall of the City into the open, where He fell a second time, to the

8th STATION, where Christ addressed the women, to the

9th STATION, in front of the Coptic Monastery, where He fell for the 3rd and 4th time, to the

10th and 11th STATIONS, which are in Golgotha, or Chapel of the *Nailing* to the Cross, in the Roman Catholic portion of the Church of the Holy Sepulcher, where Christ was disrobed and nailed to the Cross, to the

12th STATION, which is in the Golgotha, or Chapel of the *Raising* of the Cross, in the Church of the Holy Sepulcher, where the cross was set into an opening in the rock, to the

13th STATION, which is a small altar erected between the two Chapels of Golgotha and marks the place where Mary received the body of Christ when it was taken down from the Cross, to the

14th AND LAST STATION, which is the Holy Sepulcher itself, which is also in the rotunda of the same church.

The mob gathered close to each side of this road that ran from the bottom to the top of this hill.

They left just a narrow gauntlet, between which He had to pass carrying His big, wooden, heavy cross.

(The Order of the Procession)

Although we know with certainty who took part in this procession, the order in which they moved is not given. We may imagine in the lead the centurion (who was at the head of one hundred soldiers), to whom, according to Holy Writ, had been entrusted the work of escorting the Savior to the place of execution and carrying out the sentence. The commander of the thousand soldiers remained to guard the palace. Without doubt a strong convoy of troops accompanied the procession and surrounded the prisoners, to effectually hinder all attempts at rescue.

The chief-priests, scribes and ancients formed an escort of honor to the centurion. Then followed a soldier, who carried attached to his lance, as a herald, the title of Christ's guilt. Then came the Redeemer. After Him followed the two thieves with their titles around their necks, under proper military guard.

According to custom, they also had to carry their own crosses, which, however, was not very difficult for them as they were men of strong constitution and accustomed to bodily exertion. Nor had they sweat blood or passed an entire night in agony and suffering.

Lastly followed an immense throng of people who were impelled from different motives to witness the execution, some from curiosity, some from bloodthirsty morbidness, others from diabolical malice and a few from sympathy and pity.

As He stood at the bottom of His gauntlet, as we know the Christ Mind, He said to Himself: —

"Mind, you have done everything We have asked of you, so far.

"We have endured much, suffered and sacrificed much.

"The end is near and the time short.

"We haven't flinched yet, and we're not going to now.

"I'm going to carry that cross and finish the job like a man."

With that, He got His RIGHT shoulder under it and began dragging it up the hill.

This cross was at least 15 feet long.

The cross-piece may have been six feet long.

The people crowded close, the sun beat down unmercifully hot, the air was full of dust;

but, half way up the hill His flesh weakened even tho the will was strong.

He wilted down under the load.

Only ONE man had the VISION of the far and helped the Christ bear His cross —

St. Simon of Cyrene —

and Christ would have it no other way than that He could help shift the load from the right TO THE LEFT shoulder.

And once more, this indomitable mind said: —

“Mind, you have controlled your muscle so far.

“It has done all you controlled it to do.

“Buckle into this job now.”,

And, He did.

Part way up, He looked to either side, seeing those who suffered with their illusions of the near, and said: —

“Mercy! Mercy!”

They answered Him! — The Mob always does! — by jamming on the crown of thorns.

Even while upon the Cross, after He had been perspiring freely under the labor and sun, the dust was full in His throat, and again He spoke to those on the sidelines, saying: —

“A drink of water — please!”

They Answered Him! — The Mob always does! — by giving Him a sponge dipped in vinegar.

THINK OF THE UNTOLD SUFFERING OF THIS MAN ON THAT DAY.

The mob composed of those who SUFFERED WITH THEIR ILLUSIONS OF THE NEAR.

We shall not speak of the scorn of His avowed enemies, who gave vent to their joy by blaspheming Him and spitting upon Him, by blows and kicks and by throwing dirt, and stones upon Him.

Mocked Him as the “Son of God”

Scoffed Him as “The King of the Jews”

Scourged His body and left splinters of the rods in His body.

One of the thorns is said to have pierced an eye, so that its point appeared on the surface of the eye-ball.

Hurled names at Him.

Spat upon Him.

Real Man that He was, imagine, if you can,

the biting sarcasm,

the mental anguish,

the physical pain

the acid test He was being put thru.

But, He REACHED THE TOP OF THE HILL DRAGGING HIS CROSS ALL THE WAY.

They — those who suffered with their illusions of the near — then laid hands upon Him whose only crime was that he served a vision of the Far.

They wrapped ropes about his legs from the ankles to the knees.

They wrapped ropes about his arms from the wrists to the elbows, that they might drive back the blood to his body that they might thereby make breathing more difficult.

At the request of the servants of Sanhedrin, the Cross designed for Jesus was placed in the middle, between those for the two thieves, thereby denoting that His was the greatest crime.

They then lifted Him up and placed Him upon the cross beam of His cross.

He was then spiked thru the HANDS ONLY.

There were no nails in His feet.

Later, a spear thrust was made in the right lower abdomen — not in the region of the heart as is so often pictured.

8. Jesus suffered with the spirit of humility directing his gaze to the sky.

We, like you, have wondered HOW He said those memorable words.

"FATHER! FORGIVE THEM! THEY KNOW NOT WHAT THEY DO!"

We, like you, realize that His purpose was the welfare of His people.

We, like you, understood that while His soul was strong, His body was suffering.

We, like you, can understand that whatever He said, it must have been tinctured with His physical tortures.

The Passion Play of Rome, brot this forth vividly.

Father!

Father!

Forgive them!

Forgive them!

They know not — what they do!

They know not — what — they — do!

As we look backward, with OUR views, upon the Christ, so did the Christ look forward, with His views, upon us.

The Master knew that,

- His message was for the future as well as present;
- what He was preaching was for more than the people immediately in front,
- it would involve the standards of living millions;
- what He was saying was for more than the hour,
- it would effect centuries of people unborn;
- there would be “wars and rumors of wars”;
- the destiny of nations would come and go, be born and die, around and about Him;
- around His new religious principle would be based a new civilization;
- nations would rise and fall around His philosophy.

Therefore HE KNEW how great and good was the service *He* was rendering.

Realizing all this, with His VISION OF THE FUTURE what must have been the suffering of His mind of millions and thoughts of time, as He endured the millions who surrounded Him with their illusions of the near?

How great His understanding, when He said, “They know not what they do.”

Christ could have saved Himself much worry, anguish, sorrow, suffering and sacrifice, and possibly His life, had He retired to the carpenter’s bench into obscurity with His message of service.

There were TWO TYPES OF PEOPLE in Christ’s time.

- 1st. Those who had the vision of the far, such as: —
The Disciples, minus Judas.

These men had implicit confidence in Christ and His Message and did everything possible to sell it to the multitudes.

- 2nd. Those who suffered with the illusion of the near.

These men saw nothing in Christ,
heard nothing in His talks,
thought them of no value, therefore
increased His load by heaping up obstacles.

Those who were against and lived a constant nagging positive action, even unto Judas.

I WONDER!

If Jesus came upon this earth again
As a friend of those in sin and pain,

I wonder !

How many would receive Him then,
As helpful Savior of all men,

I wonder !

Would He be tried as vagrant in court next morn,

I wonder !

Would indignant owner of the barn rebel,
Call up police and raise merry hell,

I wonder !

If the palsied and leper by Him were cured,
Would warrant for arrest by medical society be secured,

I wonder !

For daring practice medicine without permit,
And send Him to jail if they saw fit,

I wonder !

If another Lazarus from death He'd raise,
Would men condemn or would they praise,

I wonder !

Would they in one voice cry, fraud and fake,
Driving Him out of town, the air to take,

I wonder !

If another Magdalene, a sin shackled slaye
Approached with repentant tears and he forgave,

I wonder !

Would world applaud or would it jeer?
Or scandalous tongues wag with bitter sneer,

I wonder !

Would with our weary lives all then be well.
Would we get little heaven not all the hell,

I wonder !

Will they who forgot the good "Golden Rule,"
Some day awake unto fact that they played the fool,

I wonder !

By John Joseph Curran, a drug addict,
sent to Springfield, Mass. County Jail.

A more modern big man — Abraham Lincoln.
Born in a log cabin.
His mother's birth was illegitimate.
His birth has now been satisfactorily proven legitimate.
He had a SERVICE to render.
It BEGAN by being confined to the slaves of the U. S.
His service was to be rendered to 5,000,000 black slaves in setting them free.

There was a human interest PRINCIPLE involved.

The Declaration of Independence said: —

“All men are born Free and Equal”

Mr. Lincoln said: —

“This means the BLACK as well as the WHITE.”

“Color line did not make for slavery”.

“A house divided against itself cannot stand.”

“The Supreme right of the Union to uphold the Constitution is greater than state or individual rights to slave ownership.”

He was FEARLESS in advocating this principle.

From 1856 on, after he found himself, he talked it, lectured it, debated it on the highways and by-ways.

He became PRESIDENT squarely on that platform and program.

Never once did he compromise the principle for the sake of votes.

He once made the statement: — “If it became a question of compromising the principle for the sake of becoming President, I would rather uphold the principle and not become President.”

How different are politicians today.

Scandals, muck-raking on each other — seemingly ANYTHING to win votes.

Would that we had a Lincoln in politics today!

There came the day when he passed the Emancipation Proclamation as a war measure.

It was one of the tests. He knelt and prayed for guidance and then signed the paper.

During our period of four years of civil strife he paid the price a thousand times.

Members of his cabinet were traitors.

Members of Congress were Benedict Arnolds.

He was besought on all sides by people who fought and whipsawed him.

- "he could not speak good grammar"
- "a small intellect, growing smaller"
- "he could not speak good grammar"
- "talked hackneyed, illiterate compositions"
- "a peripatetic politician"
- "talked unmitigated trash without education or refinement"
- "a western boor"
- "coarse language"
- "vulgar and vituperative personality".

William Lloyd Garrison called Lincoln "the slave hound of Illinois".

Wendell Phillips described him derisively as "a huckster in politics".

Charles Francis Adams, bubbling with long-distance admiration, went to the White House to see the new President and came away disillusioned. Lincoln had told him a vulgar joke.

Charles Sumner, a Republican leader in the Senate, went to see Lincoln and was astounded when the President said, first thing: "I'll bet I'm taller than you, let's stand up, back to back, and measure".

During the war, one man asked another where he could study monkeys.

He received this answer: — "Get acquainted with 'the baboon at the other end of the avenue'".

Secretary of War Stanton always referred to Mr. Lincoln as "that gorilla at the White House" and "that orang outang".

Yet he went on and on with that great spirit of humility.

In 1865 he paid the supreme price, as did the Christ — he was shot.

As he lay in his bed, dead, Secretary of War Stanton, standing at the foot of the bed-side, said:

"Now he belongs to the ages".

Lincoln had his Booth.

Abraham Lincoln physically died.

Could Abraham Lincoln be dead today and live in more than 5,000 books written about him, if he were "a small intellect, growing smaller?"

(More books have been written about Abraham Lincoln than any other character of History — with the exception of One.)

He rendered a service to 5,000,000 slaves;

a service in upholding the Constitution of the U. S.

Yea, he rendered even a greater service to ALL men of the world —

how to bear and to fore-bear; how to be human; how to be patient under trying conditions.

He has shown men how to be greater men.

Quotations taken from the book "Abraham Lincoln" — Bissett

"He alone was brave without boasting, patient without pretense, gentle without compromise, stern without detraction, sympathetic without weakness, sad without pessimism, tearful without despair. Other great leaders fixed their eyes on some particular star of their selection moving in the orbit of their beliefs. He alone steered his course by the one fixed star. Because he would not allow his eyes to be blinded by sympathy for one race to the exclusion of all races, he was declared heartless. Because he gave away to his advisers in a thousand minor details, he was charged with weakness. Because he would resign no hair's breadth of his authority in great things, he was labelled stubborn. Because he would not change a general in the field until he had found another who might better fill his place, he was scoffed at as being ignorant of the situation. Because he sought to strengthen the party upon which he must depend for support, he was judged as a scheming politician. Because he would not pull up the roots of his being from the soil of the common people, he was satirized as a clown. Because he, like the Man of Nazareth, taught with homely parables the great truths of life, we was frowned on by the cultured and sophisticated. Because he could not bring himself to have shot the volunteers of a newly organized army of civilians who disobeyed stern military rules, he was censured for disorganization and defeats due to the lack of military leadership. Because, like Shakespeare, he made humor the open window to let in reviving sunlight to his over-charged heart, he was sneered at as lacking in appreciation of the dignity of his office and unappreciative of the seriousness of the hour. Because he forgave his enemies, both for and against the Union, his firmness was doubted and often-times his judgment denied." (Page 186)

"In early life, the companion of the coarser and vulgar, he was ever gentle and considerate, able to handle pitch without being defiled. In the White House occupying the highest office in the

greatest of modern nations, surrounded by sophistication of every degree, he never became sophisticated. Given unprecedented power he used it with malice toward none, charity for all. Bitterly used and persecuted, he returned no bitterness, resorted to no persecution. Wiser than the wisest, firmer than the firmest, gentler than the gentlest, plainer than the plainest; unmatched in humor, unwearied in patience, neither deceived by pretension nor flattered by servility; meeting prince and plebeian upon the same lofty height of equality in heart and soul, respecting the opinions of others, but holding firmly to his own, slow to wrath but terrible in judgment." (Page 207)

"What was Lincoln's work and how did he accomplish it? Was it to free the slaves? Was it to save the Union? Was it not rather to demonstrate to his own time, and to all time, the dignity of manhood, the supreme duty of man to his fellows? In his strong arms he gathered all races of men and all classes of men. King or commoner, he took them to his bosom. In his great heart he gave them a home and the food of love. He hated injustice and institutions and conventions founded on injustice. He saw no beauty in silken robes bought with the sweat of unpaid labor. He saw no glory in a throne on which sat a monarch who ate the bread of his toiling subjects and gave them a stone. He saw no religion in the pulpit where eternal salvation was proclaimed, and present oppression upheld and practiced. He saw no delicacy in the dainty hand on which shone the jewels dug from a mine by serfs scourged to their tasks. He saw no permanency in political institutions which did not consider first of all and finally the laborer by whose product the institution was sustained. He hated cant and hypocrisy. He despised delicacy that was indelicate, refinement which coarsened the refiner, pity that degraded the subject of pity, and sophistry that proclaimed a principle for wrong, equal to the principle for right. He hated wrong with the healthy hatred of a great intelligence trained in a thousand fierce encounters to depend upon itself. Injustice he denied any place in the scheme of life. Yet intolerance was not an element in his nature. It was requisite to his reasoning, not rooted in it. Love was the keynote of his being. He could not live without love. He could not pass a day without some touch of hand, some glance of eye, some gesture, which might convey his sympathy for a companion, a friend, or it might be a stranger who his lively sense of sorrow told him was in need of such friendly ministrations. His compassion did not rest with the individual but shone forth like the sun upon the whole world." (Page 223)

Abraham Lincoln was at all times the big man with the spirit of humility.

Douglas, at debate, asked him how long a man's legs should be. Mr. Lincoln's answer was: "Just long enough to reach the ground." Example:

At noon on Wednesday, November 18, 1862, a special train drew out from Washington. They arrived at Gettysburg, that evening to consecrate the National Cemetery at Gettysburg.

Edward Everett was the orator of the day.

But, Mr. Lincoln was not, at this time, invited to speak.

In fact, it did not seem to occur to any one that he could speak on such an occasion.

Edward Everett was in his day America's foremost orator.

He had been a noted Boston minister;

had preceded that as a professor of Greek;

had been President of Harvard, Governor of Massachusetts, United States Senator, Minister to England, and Secretary of State.

He was a cultured scholar, and an orator whose productions upon the platform displayed American scholarship at its best.

America had no orator in this generation, and has produced none since, who could more worthily represent the nation in a classic oration on such an occasion as that which he met at Gettysburg.

The crowd was variously estimated between 15,000 and 100,000.

Mr. Everett spoke for 1 hour and 57 minutes.

From the beginning to the end he held the attention of the throngful among his hearers.

His white hair, his erect form, his graceful pose, his faultless gesticulation, his becoming attire, his poise, his self-control, his rich clear voice, his knowledge, precision and oratorical power, held his audience for two hours after he began.

Prolonged applause followed his address.

Even on the night before, Mr. Lincoln did not know just what he was going to say.

He wrote some of his address in Washington before leaving, he jotted down some notes on the train enroute, and finished his address the next morning in the home of Mr. Wells just before going into the parade which finished on the battlefield.

Abraham Lincoln — the lad born in a cabin, tutored in rough schools — who knew his limitations, was anything but prepossessing or at ease.

Mr. Lincoln, sitting in a low chair, was introduced.

As he unfolded his legs, the crowd tittered.

His speech began with

"Four score and seven years ago . . ."

Lincoln paused just long enough — to go on.

"Four score and seven years ago . . ."

Lincoln's voice broke into a queer, feminine squeaking falsetto.

They heard and were surprised and almost amused at so large a man and so thin and high a voice.

He finished.

Not one hand-clap.

When he began speaking, the President had comparatively few hearers, as hundreds who had come to hear him, wearied by Everett's two hour oration, had wandered away.

But they became spell-bound with the majestic personality of the great man of whom they had heard so much and now saw for the first time.

It was not a demonstrative or even an appreciative audience.

There were no outward manifestations of feeling.

Utter defeat.

Completely crushed, way down in.

His entire life flashed before him; his birth, his education, his voice, his mind, his speech!

There was no sound from the silent, vast assembly. The President's large figure stood before them, at first inspired, glorified with the thrill and swing of his words, lapsing slowly in the stillness into lax, ungraceful lines. He stared at them a moment with sad eyes full of gentleness, of resignation, and in the deep quiet they stared at him. Not a hand was lifted in applause. Slowly the big, awkward man slouched back across the platform and sank into his seat, and yet there was no sound of approval, of recognition from the audience; only a long sigh ran like a ripple on an ocean thru rank after rank. In Lincoln's heart a throb of pain answered it. His speech had been, as he feared it would be, a failure. As he gazed steadily at these his countrymen who would not give him even a little perfunctory applause for his best effort, he knew that the disappointment of it cut into his soul. And then he was aware that there was music, the choir was singing a dirge; his part was done, and his part had failed.

When the ceremonies were over Everett at once found the President. "Mr. President," he began, "your speech —" but Lincoln had interrupted, flashing a kindly smile down at him, laying a hand on his shoulder.

"We'll manage not to talk about my speech, Mr. Everett," he said. "This isn't the first time I've felt that my dignity ought not to permit me to be a public speaker."

He said, later: "Lamon, that speech won't scour.

It is a flat failure and the people are disappointed."

Mr. Everett and Secretary Seward both coincided in his unfavorable view of its merits.

Mr. Seward said, to Mr. Everett: — "What do you think of it?"

Mr. Everett replied: "It is not what I expected of him. I am disappointed."

Then in his turn Mr. Everett asked: "What do you think of it, Mr. Seward?"

The response was, "He has made a failure, and I am sorry for it. His speech was not equal to him."

Mr. Seward asked Mr. Marshall: — "What do you think of it?"

With this reply: "I am sorry to say that does not impress me as one of his great speeches."

Mr. Lincoln said, to Mr. Marshall: — "I tell you, Hill, that speech fell on the audience like a wet blanket. I am distressed about it. I ought to have prepared it with more care."

He walked the floor of the special car all night.

He walked the floor of the White House next day.

Next afternoon, walking down streets of Washington, a boy bumped into him; wanted lawyer to make will for brother in prison.

Lincoln made the will.

Prisoner was southerner who hated the North.

The dying southern prisoner said:

"Yesterday I hated you damned Yankees; I could have shot that President of yours. But, today, I love the North, I love that great President of yours; I could die happy if I could hold the hands of that great President.

The dying boy did not recognize the great man who sat at his bedside as the President whom, yesterday, he hated; whom, today, he loved.

Mr. Lincoln said: "I will hold your hands" — and he did until the boy passed away.

He did not recognize the President, and told Lincoln what a wonderful speech "that man Lincoln made yesterday."

Little did this boy know that HE had done to Mr. Lincoln what none others could do, viz., let him find himself with the speech that wouldn't "scour." Said Lincoln, "If what I said yesterday changed this boy's hate to love, then it will do the same in thousands of others' hearts."

Gettysburg Address

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a large sense, we can not dedicate — we can not consecrate — we can not hallow — this ground. The brave men living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us, the living, rather, to be dedicated here to the unfinished work which they who fought here have so far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us — that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion — that we here highly resolve that these dead shall not have died in vain — that this nation, under God, shall have a new birth of freedom — and that government of the people, by the people, for the people, shall not perish from the earth.

Abraham Lincoln.

Nov. 19, 1863.

As we analyze the change that came over that boy, it is as follows:

"It is a credit to die for a country like yours.

Yesterday I hated your North.

Today I am glad I die in it.

Yesterday I hated your President.

Today I love him.

Today I see what he sees.

His speech unlocked my reason.

Yesterday I saw but myself, my prejudices.

Today I have understood the visions of your President.

Yesterday I suffered with my hatred illusions."

His dying wish was that he could hold President Lincoln's hand.

He was, but didn't know it.

Little did this dying southern rebel know that HE had done what no other person COULD do. Mr. Lincoln realized that if his speech at Gettysburg had changed THIS boy's heart, then it would convert other men's hearts also and thus it had accomplished the thing he wanted to do.

There were two types of people in Lincoln's time.

1st. Those who had the vision of the far, such as:—

W. H. Herndon,

Theo. Parker,

Henry Ward Beecher,

U. S. Grant,

John Hay,

Carl Schurz

John Bright (The Englishman)

Gideon Welles (Secretary of the Navy)

Montgomery Blair (Postmaster General)

These men stayed close by, counselled and advised with, gathered data and helped Lincoln year after year.

They believed in Lincoln, in his message, and helped him to accomplish the object in view.

2nd. Those who suffered with the illusion of the near, such as:—

W. H. Seward, Salmon Chase, and Stanton (Member of Cabinet).

Wm. Fessenden,

Chief Justice Taney (who made the Dread Scott decision)
and Stephan A. Douglas.

These men understood Lincoln as a camouflage; a demagogue; his sayings sarcasm; his wit irony; his simpleness effect; his message political; his accomplishments greed.

These were against him and his message; betrayed him; double-crossed him; built obstacles; even unto Booth who murdered him. (See later comment, on the Dual Nature of Lincoln, from The Life of Lincoln, Herndon).

As we look backward, with OUR views, upon Lincoln, so did Lincoln look forward with HIS views, upon us.

ABRAHAM LINCOLN knew that,

- the color line was a problem that had to be settled sooner or later,
- the freedom of the slaves was for more than the hour,
- his upholding the constitution was for more than the people immediately in front,
- his principle would work into the warp and woof of future society,
- around his “color freedom” would be based a new United States,
- a civil war would affect the future as well as present,
- it would involve the economic standards of millions.

Lincoln once said —

“There are already those amongst us, who, if the Union be preserved, will live to see it contain two hundred and fifty million.

“The struggle OF today is not altogether FOR today; it is for a vast future also.”

Therefore HE KNEW how great and good was the service he was rendering.

Realizing all this, with his VISION OF THE future, what must have been the suffering of his mind of millions and thots of time, as he endured the oppressing millions who surrounded him with their illusions of the near?

How great his understanding, when he said:—

“That is the issue that will continue in this country when these poor tongues of Judge Douglas and myself shall be silent. It is the eternal struggle between these two principles — right and wrong — throughout the world. They are the two principles that have stood face to face from the beginning of time; and will ever continue to struggle. The one is the common right of humanity and the other the divine right of kings.”

Lincoln could have saved himself —

- many sleepless hours

- days of doubt
- months of anxiety
- years of a weary head and heart
- and possibly his life

had he forgotten his convictions, laid down his principle and gone back to Springfield to practice law.

Lincoln KNEW that his life would end in a tragedy.
He foretold it three times.

Yet, knowing it, the PRINCIPLE was greater than the sacrifice, the SERVICE to his country greater than his suffering, his DESIRE TO HELP HIS FELLOW MEN greater even than his life.

Christ has been dead 2000 years.

He has been dead long enough that we see THE VISION OF THE FAR, of the big things, of a big man.

Were Christ to live today, and walk and talk amongst us, we would find Him to be a HUMAN individual.

He would think, speak and act even as you and we.

He would suffer from cutting remarks and smile from compliments even as you and we.

2000 years is time enough to forget that —

- He was born in a manger
 - He was a carpenter's son
 - He had no book learning
 - He had no "high school or its equivalent"
 - He wasn't a B.A.
 - He couldn't talk good grammar, perfect English or rhetoric
 - His sandals were worn out
 - His robe soiled.
 - He talked such a simple language that few understood Him then — OR NOW.
-

Christ is one of the greatest immortal characters of history only because: —

- He took the small things and made them large
- He took the large things and made them larger
- He placed a large construction on small things

— He took the petty illusions of the millions and mentally made them over into a practical world-wide all-time VISION OF HUMAN SERVICE.

SMALL things are what IMMEDIATE people ALWAYS make large on immediate people.

The majority of the people think small things, see small things in others, and condemn big men because of small things.

2,000 years is far enough away to make us millions forget SMALL things and remember the BIG things that HAVE lived on.

Christ was surrounded by people who suffered with the illusion of the near.

Where were the men with vision?

He found a dozen amongst the fishermen of Galilee.

He NEEDED MEN who could think as He thot, speak as He spoke, do as He did; who could come in direct and personal contact with Him while He lived, that He might be understood; preach as He preached, serve as He served; GET HIS VISION OF SERVICE that it might be perpetuated after He passed on.

He needed MEN OF VISION by the thousands, to go into every country, into every high-way and by-way, to reach all the nations quickly and thoroly, to spread the gospel as HE knew it.

He NEEDED men of vision, equal to His, to reach more people, quickly.

He NEEDED people who, altho close to their illusions, could so train themselves with Him as their teacher, that they could take themselves away from those illusions and bring themselves into the vision of the vision of the far in that service of THE FATHERHOOD OF GOD AND THE BROTHERHOOD OF MAN.

He needed men and women who could, and would, convert their illusions into visions.

— the near into the far

— and help others attain the same.

He searched in vain.

He saw MILLIONS who SUFFERED WITH THEIR ILLUSIONS.

They had eyes but they saw not.

They had ears but they heard not.

They had minds but they thot not.

He found a mere dozen.

He found his men of ILLUSIONS in the Temples amongst the "educated."

He found his men of VISION amongst the fishermen of Galilee.

Many a man has the eye-sight of a hawk and the vision of a clam.

Abraham Lincoln is a man of Modern Times.

Men still live who sat on a split-rail fence, whittled a stick while they swapped stories, wore blue jeans and tucked their pants in their cowhide boots.

Lincoln was surrounded with people who suffered with their illusions of his nearness.

But, Lincoln was earnestly searching for men of vision.

He needed following-friends who, altho close to him, could still see the vision of the great purpose and its effect upon the future in that principle that ALL MEN ARE BORN FREE AND EQUAL.

He needed men who could think as he thought, speak as he spoke, do as he did; who could come in personal contact with him while he lived that he might be understood; who would preach as he preached, serve as he served; GET HIS VISION OF SERVICE that it might be perpetuated after he passed on.

He found a few who could speak an understood language.

He needed MEN OF VISION by the thousands that they might go out into New York, Pennsylvania, Ohio, Illinois, Iowa, Missouri and the Southern States to explain what he knew, to tell them what he was doing and why.

If Abraham Lincoln could have been understood, by the people of all states, the war could have been averted in large part, its length would have been shortened, and many thousands of lives would have been saved.

He needed northerners and southerners, who, altho close to their illusions, could so come in contact with him that they would give themselves the opportunity to train themselves away from their illusions and up to his visions, and help others do the same.

He saw millions who suffered with their illusions.

They had eyes but they saw not, ears and heard not, minds and thot not.

Today — (1950) — some 90 years later, we are beginning to find the lost Lincoln because we are beginning to find ourselves.

He is so close to us that we know his small points too well and he isn't far enough away so we can know his big points well enough.

It was H. G. Wells, AN ENGLISHMAN, who told us Americans that Abraham Lincoln was one of the SIX greatest characters in history.

The play "Abraham Lincoln" — written by an Englishman, John Drinkwater, — offered to American producers FIRST, was turned down by Americans.

Produced by an Englishman in England, made a success in ENGLAND, was then brought to America.

A great many Americans and American inventions have had to go to England and other foreign countries for financial and educational and popular recognition which they should have received FIRST at home.

We have THE VISION OF THE FAR ON THE CHRIST but we still suffer with THE ILLUSION OF THE NEAR ON ABRAHAM LINCOLN.

We need not so much to realize the ideal as to idealize the real.

If Abraham Lincoln were here today talking to and with us, we would find him human even as you and we,

- figuring things out,
 - thinking them out,
 - acting them out,
 - just as you and we, except that he figured THE BIG WAY instead of the small way;
 - and, everything was calculatingly thot out BIG before it was spoken or done.
-

No one speech, no one thot, no one act made the Christ or Abraham Lincoln big.

The Sermon on the Mount, driving the money lenders out of the Temple, or other incidents of Christ's life are merely OCCASIONS OR OPPORTUNITIES to show smallness or greatness.

Abraham Lincoln's Gettysburg speech, the letter to the mother who lost four sons in the war — each was AN OPPORTUNITY to demonstrate bigness.

No one thing we are going to think, say or do, is going to make us big.

Bigness is not made on single occasions.

It is based on an accumulative, constructive, survival value.

An accumulation of thots

— of things thot

— of things said

— of things done

— and the big way they were thot, said and done, in private as well as public life.

The Application, to Us, for Men Today

Some people will not socialize, fraternize, or commercialize with some other people because of their color, nationality or creed.

When nation sets against nation; creed declares war on another creed and millions are killed; and when millions of one color suffer themselves upon those of another color — that proves that the human mind is suffering from the illusion of the selfish near.

All colors, nations and creeds have good and bad; right and wrong; constructive and destructive.

No one color is entirely right because of their color;

— no one nation is entirely bad because of its birth;

— neither is any one religion all right because of its characters.

What is WRONG, irrespective of color;

What is GOOD, irrespective of birth;

What is CONSTRUCTIVE, irrespective of religion,
IS THE PROBLEM TO BE SOLVED.

Was it not Christ who said "The Fatherhood of God and THE BROTHERHOOD OF MAN?"

Did He draw a "brotherhood" line of only the whites, gentiles and protestants?

He INCLUDED all as His brothers.

What do you and we do?

We suffer with the illusions of clan, clique and creed.

We can still get Christianity from Christ.

You and we are breeding hatred, brother against brother.

The Application, to Us, for Women, Today.

Gossip, "Far be it from me" BUT — — ! etc.

You "cannot afford" to be seen associating with certain "fallen" women.

You prefer going to church and being a "Christian" according to the "accepted" forms and ethics.

The Salvation Army goes to the one who needs it.

The MASTER said, to Mary, "Go Thou and sin no more."

The MASTER brought forth the great lesson of service.

You bring forth the repeated gossip of harm.

The MASTER brought forth the great VISION of human service.

YOU bring forth the repeated illusions of gossip.

Do you think what you think BECAUSE IT IS RIGHT or because it is what THEY think?

Do you say what you say BECAUSE IT IS RIGHT or because it is what THEY say?

Do you DO what you do because IT IS RIGHT or because it is what THEY do?

"Not she with traitor's kiss her Saviour stung

"Not she denied Him with unholy tongue

"She, when apostles shrunk could dangers brave

"Last at the cross and earliest at the grave."

You may contend that each individual has a private property right to condemn an entire race, color or creed.

When any one man's right involves the peace, happiness and life of millions, then he must submerge his private right to the common good of the many.

When man reaches that stage where he can weigh each man without regard to his color, nationality or creed and be fair and just to him as a unit, then he has reached THE VISION OF THE FAR — The Fatherhood of God and the Brotherhood of Man.

All of us are seeking good.

We sin only in ignorance.

The road to happiness is in a vision of service.

HOW WOULD IT LOOK?

The other day a man who ought to have known better dictated a foolish letter. From hand to hand it passed through a business office, and ended in a conference where it was read aloud.

How would the writer feel, I wondered, if he could have heard the comments that followed the reading. Of course, he had no

idea that the letter would ever go beyond the desk of the man to whom it was addressed. But that is no excuse. One of the first things a mature person ought to learn is that words have wings; you never can tell *where* a remark or a letter will go.

Most men pay a high price for that bit of knowledge.

Woodrow Wilson, reaching out toward the Presidency, must have had a bad morning when the newspapers spread broadcast his good-natured note about "knocking Mr. Bryan into a cocked hat."

The fatal phrase, "Rum, Romanism and Rebellion," locked the gates of the White House against James G. Blaine. Theodore Roosevelt, exultant on the eve of his election, gave out the wholly unnecessary statement that he would "under no circumstances be a candidate for or accept another nomination."

Talking with H. H. Kohlsaat years afterward, he pointed to his wrist and said: "I would cut my hand off right there, if I could recall that written statement."

During one of the big war-work campaigns, George W. Perkins strolled into my office. A bunch of requisitions had just been laid on my desk; I picked up a pencil and began to O.K. them.

"Don't do that," said Perkins. I looked at him in surprise.

"Use a pen," he continued. "Remember that we're gathering in a great many million dollars from the public. Everything we do, every record we make, will be subject to investigation when the war is over. Never sign anything without stopping to ask yourself: 'How would this look if it were printed on the front page of a New York newspaper?'"

Framed and hung in every office, that remark would make a great difference in business conversations and correspondence.

If what you are about to write or say were printed on the front page of tomorrow morning's paper —

"How would it look?"

By Bruce Barton

Nobody knows how far some thot, word or act of ours today, will reach tomorrow.

Some thot we may think, some word we may say, or some act we may do, today, may actually radiate, vitalize and actuate millions tomorrow.

Talking to a southern Governor, he stated he heard a talk by Grover Cleveland when he was a boy.

That talk radiated from one man to one man; from that man eventually to millions.

A British soldier forced Andrew Jackson to shine his shoes, when the latter was but a boy.

The antipathy of that action, when Andrew Jackson became President, effected millions of men.

Our experience with Clarence Eddy.

He played to us, as one in an audience.

We got the inspiration.

30 years later WOC and its pipe organ.

He played on our organ in our home.

Now we entertain millions, because of him to us, 30 years ago.

Harding — common, ordinary citizen; uncommon and extraordinary potential possibilities; became President.

Subject to every abuse, misunderstanding and unjust criticism from those who suffered from the illusion of the near.

President Harding was killed by unjust criticism, murdered by abuse, sacrificed thru misunderstanding.

NOT UNDERSTOOD

Not understood. We move along asunder,
Our paths grow wider as the seasons creep
Along the years; we marvel and we wonder
Why life is life? and then we fall asleep,
Not understood.

Not understood. We gather false impressions,
And hug them closer as the years go by,
Till virtues often seem to us transgressions;
And thus men rise and fall, and live and die,
Not understood.

Not understood. Poor souls with stunted vision
Oft measure giants by their narrow gauge;
The poisoned shafts of falsehood and derision
Art oft impelled 'gainst those who mould the age,
Not understood.

Not understood. The secret springs of action,
Which lie beneath the surface and the show,
Are disregarded; with self-satisfaction
We judge our neighbors, and they often go,
Not understood.

Not understood. How trifles often change us!
The thoughtless sentence or the fancied slight
Destroy long years of friendship and estrange us,
And on our souls there falls a freezing blight:
Not understood.

Not understood. How many breasts are aching
For lack of sympathy! Ah! day by day
How many cheerless, lonely hearts are breaking!
How many noble spirits pass away
Not understood.

Oh, God! that men would see a little clearer,
Or judge less harshly where they cannot see;
Oh, God! that men would draw a little nearer
To one another, they'd be nearer Thee,
And understood.

— Thomas Bracken, Wellington, N. Zealand.

Work does not kill.

No man ever died from OVER-work.

If he tries to do beyond his body, Innate will force sleep.

WORRY KILLS.

— *Worry* is the realization of unjust criticism.

— *Worry* comes from lack of co-operation from those who agree.

— *Worry* is the understanding of misunderstanding.

— *Worry* is the net product of abuse from those who disagree.

— *Worry* comes when a man is giving his all in the rendering
of service to the many and those many block every move
every time possible.

President Harding spent his energy going West and to Alaska;
to San Francisco and its fogs.

He caught cold; resistance was lowered by trying to render service
to others.

When he needed that LITTLE to just go up over the peak of
the physical load,

— he found that he didn't have it,

— he had burned it up WORRYING over our criticisms, abuse
and misunderstandings,

— therefore HE DIED for the want of what WE STOLE from
him.

We KILLED Harding's vision energy with our illusions of him,
at him, against him!

Millions of us killed Harding.

Then came that tragedy of his death.

It struck us hard. It hung over us like a pall.

Within twelve hours we had the vision of the far and were
giving him millions' of roses which he couldn't smell.

GIVE THEM THE FLOWERS NOW

Closed eyes can't see the white roses,

Closed hands can't hold them, you know;

Breath that is still can not gather.

The odors that sweet from them blow.

Death, with a peace beyond dreaming,

Its children of earth does endow;

Life is the time we can help them,

So give them the flowers now.

Here are the struggles and striving,

Here are the cares and the tears;

Now is the time to be soothing

The frowns and the furrows and fears.

What to *closed eyes* are kind sayings ?

What to *hushed heart* is deep vow?

Naught can avail after parting,

So give them the flowers now.

Just a kind word or a greeting,

Just a warm grasp or a smile —

These are the flowers that will lighten

The burdens of many a mile.

After the journey is over

What is the use of them? How

Can they carry, who must be carried?

Oh, give them the flowers now!

Blooms from the happy heart's garden,
Plucked in the spirit of love;
Blooms that are earthly reflections
Of flowers that blossom above.

Words can not tell what a measure
Of blessing such gifts will allow
To dwell in the lives of the many —
So give them the flowers now.

— By Leigh M. Hedges.

"A ROSE TO THE LIVING"

"A rose to the living is more
Than sumptuous wreathes to the dead,
In filling love's infinite store,
A rose to the living is more
If graciously given before
The hungering spirit is fled.
A rose to the living is more
Than sumptuous wreaths to the dead."

— By Nixon Waterman

TELL HIM NOW

"If with pleasure you are viewing any work a man is doing,
If you like him or you love him, tell him now.
Don't withhold your approbation till the parson makes oration,
And he lies with snowy lilies o'er his brow;
For no matter how you shout it, he won't really care about it,
He won't know how many tear drops you have shed.
If you think some praise is due him,
Now's the time to slip it to him,
For he cannot read his tombstone when he's dead.
"More than fame and more than money,
Is the comment, kind and sunny,
And the hearty, warm approval of a friend;
For it gives to life a savor, makes you richer, stronger, braver —
Gives you heart and hope and courage to the end.
If he earns your praise bestow it,
If you like him let him know it,
Let the word of true encouragement be said.
Do not wait till life is over and he's underneath the clover,
For he cannot read his tombstone when he's dead."

By "Daddy" Silverwood, Los Angeles (1924)

The kick-back lesson that we have learned.
The reaction to the life and death of Harding.
Less criticism, misunderstanding and abuse of the living.
Less to retract, in our conscience, when we stand over the bier
of the dead.
More attaining the vision of the far upon those now living.
More roses, while they live, so they can smell them.
We can in our small way, slightly appreciate President Harding's
position.

DON'T WAIT TILL THE HANDS ARE FOLDED

Don't wait till the hands are folded, —
Folded over her heart,
The hands of the tired, patient mother
With whom we all must part.
Her heart was often thrilled with joy
Or beaten wild with pain,
And oft it was on your account
When counsel was in vain.
Strive to make her last years happy
And repay the care and love
Which she lavished once upon you, —
Pray for guidance from ABOVE.

By memory of offices,
She has performed for you,
Love Mother deep and ardently,
And do Her honor, too.
Respect and reverence her now;
Repay with interest
The tender love and tender care
With which you have been blest.
Strive to make her last years happy
And repay the care and love
Which she lavished once upon you, —
Pray for guidance from ABOVE.

— Nele Hassen.

Let us give to ourselves the vision of the far on the people of
the near, who were lost and have found themselves.

Thomas A. Edison — Electricity.

Seely — Grove Park Inn — Hotel Service

Frank Miller — Riverside — Missions

Luther Burbank — Agriculture

Tom Morris — Making the world a safe place for the sick to live in.

Henry Ford — who would have made a good President because he made a good Lincoln.

Let us remember, in the passing,

Elbert Hubbard — Roycroft

Theodore Roosevelt — Americanism.

Woodrow Wilson — League of Nations.

Warren Harding — Who knew how to stand still, when standing still was the best way forward.

People of vision are everywhere.

A few have come to public notice in spite of illusionaries.

Many are yet in obscurity waiting to break thru.

Few of the potential visions become active.

Millions of potential visions pass by, daily, unrecognized.

Millions of active illusionaries pass them by, daily.

If YOU were seeking to find, desiring to help and anxious to serve, you would discover a VISION in your next door neighbor.

If your neighbor were anxious to serve, seeking to find and desirous of helping, he could find a VISION in you.

You don't have to discover a flying machine, telephone or automobile to be a man of vision.

Maybe your neighbor HAS the machine in HIS attic — and needs your encouragement.

But it takes vision UPON YOUR PART to discover HIS VISION.

With the discovery you could find in your next door neighbor, he could become a world benefactor.

By using YOUR vision YOU become an ACTIVE world benefactor in bringing forth your neighbor who is the POTENTIAL world benefactor.

By using YOUR vision YOU become an ACTIVE world benefactor in bringing forth your neighbor who is the POTENTIAL world benefactor.

EVERY MAN AND WOMAN has vision.

Every man and woman also has illusions.

Betwixt and between are one or more "blind sides."

Rare is the balanced individual.

Our vision is YOUR illusion.

Your ILLUSION is OUR vision.

We will hunt YOUR vision. Will YOU hunt for OURS?

Thus, both submerge our illusions.

That man has LOST HIMSELF who buries himself in his illusions and refuses to dig out.

That man FOUND HIMSELF who climbs up on his vision, and helps lift others to become masters of men.

Where are YOU in this great equation?

Answer these questions and you WILL see.

Let not your language speak, for it is often used to conceal thot.

Let not your education speak, for it is too frequently used to evade truth.

Let not that varnish veneered self answer, for it is too often used to camouflage the real fellow.

Put all your mind thru the acid test.

Go back to that bottom of your heart of hearts.

Scratch every hidden crevice of your soul.

Let your conscience, with which you expect to face your God, test you all ways, always.

Listen to that wee sma' voice that talks to you at 3:00 a.m.

1. Have YOU a service to render?

Are YOU delivering it so that it IS being received?

2. Are YOU rendering this service in a BIG way?

3. Are your motives UNSELFISH, in giving; or, are they prompted by greed?

That's the question that burns and smarts.

What prompts the service?

Is it MONEY or HUMANITY?

Are you the Shylock that demands his pound of flesh?

4. Have you figured out the PRINCIPLE?

5. Are you now, and have you been FEARLESS?
 6. Have you been put thru THE TESTS?
How did you come thru?
Was there invasion, when there should have been resistance,
or did you face the music like a man?
 7. Did you pay the price by going to jail, paying the fine or
refusing a license in preference to prostituting your PRIN-
CIPLE?
 8. And when you WON THE BATTLE, did you take it in a
spirit of HUMILITY?
-

In our hand we hold a rose.

It is the finest flower that grows.

Through this rose, Innate Intelligence has demonstrated evolu-
tion, life, love and loyalty.

Once the slip, then the leaves, then the bud, then the rose, then
the odor and beauty.

As Innate has materialized, growth, symbolized and epitomized
life, love and loyalty, in this rose to you.

So does the rose, from us to you, symbolize our growth, life, love
and loyalty for you — and each of you.

As Innate gave this rose to us, so do we give this rose to you
pledging to you — and each of you — our everlasting love, loyalty,
life and undying friendship.

FINALE: — (Pause)

Where there IS vision,

The people live

For no man dies whose ideals exist!

WHY?

Why do the shadows oftenest come

Where the other shadows are?

Why do the horde of disappointment follow

Hard on the heels of care?

Why did Christ come sorrowing

And not in glad acclaim?

Why was the world's redemption scheme

Born in sorrow and pain?

Why is the heart of motherhood

By the hand of an infant torn?

Why must a nation travail

That some great thought be born?

Like an echo of my question
Came an answer soft and clear,
And was read some other question
Through the prism of a tear.
Why is the wine the purest
That is the hardest pressed?
Why, after hours of toiling
Come the sweetest hours of rest?
Why is the subtlest perfume distilled
From the flowers that grow in the shade?
And why, from the dwellers in the valley of tears,
Are the shapers of destiny made?

Do you think the life of the Christ
Would have had that power to thrill
If there had been no Gethsemane,
No Calvary's shadowy hill?
Or do you think your own life
Would have been as pure as it is today
If the disappointments that came unto us,
Had passed around some other way?

When Jesus came to Golgatha, they hanged Him to a tree.
They drove great nails thru both His hands and made a Calvary.
They crowned Him with a crown of thorns, red were His wounds
and deep.

For those were crude and cruel days and human flesh was cheap.

When Jesus came to Davenport they simply passed him by,
They never hurt a hair of Him, they only let Him die.
For men had grown more tender, and they would not give HIM
pain,
They only just passed down the street, and left Him in the rain.

Still Jesus cried, "Forgive them, for they know not what they do"
And still it rained the Winter rain that drenched Him thru and
thru;

The crowds went home and left the streets without a soul to see,
That Jesus crouched against a wall, and cried for Calvary.

— Rev. A. G. Studdert Kennedy.

WHAT MIGHT BE DONE

What might be done if men were wise —
What glorious deeds, my suffering brother
Would they unite
In love and right
And cease their scorn of one another!
Oppression's heart might be imbued
With kindling drops of loving-kindness;
And knowledge pour,
From shore to shore,
Light on the eyes of mental blindness.
The meanest wretch that ever trod,
The deepest sunk in guilt and sorrow,
Might stand erect
In self-respect,
And share the teeming world tomorrow.
What might be done? This might be done,
And more than this, my suffering brother —
More than the tongue
E'er said or sung,
If men were wise and loved each other.

— Charles Mackay

GOD IN NATURE

If I can lead a man who has been blind
To see the beauty in a blade of grass;
If I can aid my fellow men to find
The friendliness of trees they daily pass;
If I can stir a soul to view the dawn
With seeing eyes and hold the vision clear
So he may drink the rapture when 'tis gone,
To purify some sordid atmosphere;
If I can help the human ear to hear
The gladness in the waterfall's refrain;
The tenderness of robins piping clear;
The healing in the sound of falling rain;
If I can rouse but one to that rebirth
Which sees God mirrored in each flower and tree —
To feel his oneness with the whole of earth —
Why, that will be priceless joy to me!

— Grace G. Bostwick

WANT TO BE A MAN OF VISION?

Want to be a man of Vision?

How can it be done?

Listen and we will give ten guiding principles:

1. Keep liberality in mind.
Maintain an open mind and a generous heart in all dealings.
Neither be prejudiced against others, nor be reluctant to assist those who need help.
2. When sinned against, keep patience in mind.
3. If a difficult job is before you, the sooner begun the better.
A task often seems more difficult in anticipation than in reality.
Putting things off loses the original impulse, enthusiasm dies.
4. Keeping humanity in mind attains high spiritual qualities.
Be more tolerant or lenient to their failings, for you once were where they are.
The higher the quality, the more inclusive is your view.
Compassion for humanity and gentleness of manner constitute real strength.
5. In assuming trust or responsibility, keep condescension in mind.
Be courteous and gracious toward "inferiors."
What is lofty finds stability in its lowness.
6. Yield precedence to others.
If they deserve to pass you, they will and no effort of yours can stop them.
If they do not deserve to pass, they will fall back to where they belong.
7. If you have won fame, keep obscurity in mind.
Accomplishment is its own herald; it needs no boastful display.
Honestly won fame and simplicity go hand in hand.
8. When you are successful, keep humility in mind.
Those who experience success realize their shortcomings.
He who is skilled, knows the lack of skill. He who is ignorant of skill, does not realize the lack of it.
To know, and yet to think we do not know, is the highest attainment.
Not to know, and yet think we do know, is a dis-ease.

9. In the midst of action, keep the end in mind.
Always hold in perfect mental concept the finished product.
10. In resigning yourself, keep EARLY in mind.
When you are no longer fit, do not let avarice or pride hold you to it.
Being unable longer to perform your duties adequately, you will betray your trust.
The man of VISION keeps these precepts in mind.

EIGHT CARDINALS FOR HISTORICITY AND IMMORTALITY

- 1st — Service rendered.
(Service from words "Serve Us").
(Service MEANS DELIVERY as well as being received).
- 2nd — Service, IN BIGNESS, is measured by the NUMBER SERVED.
- 3rd — The unselfish service of giving rather than the selfish anything to get.
- 4th — PRINCIPLE.
- 5th — FEARLESSNESS.
- 6th — TEST.
- 7th — PRICE he pays.
- 8th — The spirit of HUMILITY.

A jelly fish, a saurian, a crystal and a cell,
A fire mist and a planet and caves where cave men dwell —
Then a sense of law and beauty and a face turned from the sod, —
Some call it Evolution, others call it God.

A mist of the far horizon, the infinite tender sky,
The ripe rich tints of the cornfields and the wild geese sailing high,
And from all the high lands and the low lands, the charm of the
golden rod, —
Some of us call it Autumn, others call it God.

Like tides on a crescent sea beach when the moon is new and thin
Into our hearts high yearnings come welling and surging in,
Come from that mystic ocean whose rim no foot hath trod, —
Some of us call it Longing, others call it God.

A picket frozen on duty, a mother starved for her brood,
Socrates drinking the hemlock and Jesus on the rood,
And the millions who humble and nameless the straight hard
 pathway plod, —
Some call it Consecration, others call it God.

D. D. Dewey,
Rockford Illustrating Co.
Rockford, Illinois

(Extract from THE LIFE OF LINCOLN,
P. 583 — By Herndon)

"To illustrate the effect of peculiarity of Mr. Lincoln's intercourse with men it may be said that men who knew him through all his professional and political life offered opinions as diametrically opposite as these, viz., that he was a very ambitious man, and that he was without a particle of ambition; that he was one of the saddest men that ever lived, and that he was one of the jolliest men that ever lived; that he was very religious, but that he was not a Christian; that he was a Christian, but did not know it; that he was so far from being a religious man or Christian that 'the less said upon the subject the better'; that he was the most cunning man in America, and that he had not a particle of cunning in him; that he had the strongest personal attachments, and that he had no personal attachments at all — only a general good feeling towards everybody; that he was a man of indomitable will, and that he was a man almost without a will; that he was a tyrant, and that he was the soft-hearted, most brotherly man that ever lived; that he was remarkable for his pure-mindedness, and that he was the foulest in his jests and stories of any man in the country; that he was a witty man, and that he was only a retailer of the wit of others; that his apparent candor and fairness were only apparent, and that they were as real as his head and his hands; that he was a boor, and that he was in all respects a gentleman; that he was a leader of people, and that he was always led by the people; that he was cool and impassive, and that he was susceptible of the strongest passions."

TRUSTING IN THE DEPTHS AS WELL AS PRAISING
ON THE HEIGHTS

I climbed a lofty mountain side
One glorious Summer day
My path was fringed with blossoms rare
Gray lichens smoothed the way
And through the shimmering Summer air
Shot soft winged birds of song
Up, up I climbed the dizzy peaks
With steady step and strong
Until at length above the clouds
I gained the loftiest height
Entranced I stood and looked about
Transported by the sight
For glorious visions all undreamed
Spread out before my gaze
And at the sight my soul was stirred
With wonder and amaze.

My swelling heart could scarce contain
Its ecstasy of love
And from my lips a song of praise
Burst forth to God above
I sang of all his wondrous works
Wrought with such rare design
I praised him for this goodly world
Blessed by his love divine
I sought his power to magnify
And all his glorious might
It was such joy and bliss to sing
And praise Him on the height.

I longed to stay upon the mount
And breathe the heavenly air
I longed to sit and sing my joy
And dwell forever there
But soon I heard my Master's voice
Bid me descend in haste
He said that I must walk the vale
And tread the desert waste
Ere I could sing the praise that most
My Maker longed to hear
Ere I could speak the words that best
Would please His listening ear.

Regretfully I turned away
I dared not disobey
Though loathe to leave the glorious height
And tread the valley way
E'en as I turned, the sun sank down
The shadows deeper grew
The path was rough, the thorns sprang up
And pierced my garments through
My hands were torn and bruised my feet,
I scarce could see the path
For heavy clouds shut out the light
And threatened me in wrath
The storm beat sore upon my head
It chilled me through and through
I stumbled on in dumb despair
Which way I scarcely knew.

Down, down I went with painful step
Still darker grew the way
My lips were mute, my heart was dumb
I could not even pray
How small my hope, how hard my lot,
How bitter was my cup
But still I thought mid doubt and gloom
I can at least look up
And then I seemed to hear a voice
I saw a gleam of light
What! Canst thou sing my praise alone
When thou are on the height?

"Oh Lord" I said, I cannot sing,
My way is hedged about
I cannot see a step beyond
I am beset with doubt
Dangers arise on every side
They fill my soul with fears
They chill my heart, they hush my song
They flood my eyes with tears
I do not know why Thou dost bid
Me walk this thorny road
I do not know why Thou dost lay
Upon my heart this load.

And yet I feel Thou knowest best
Which way my path should lead
And though I suffer pain and loss
Thou wilt supply my need
I cannot understand Thy ways
Yet know them to be just
I cannot sing in joyous praise
I now can *only trust*.
I paused and then again I heard
My Master's gentle voice
In tenderest accents cheer my soul
And bid me to rejoice
"My child," he said, "Dost thou not know
My heart in love delights,
Which trusts me in the depths, as well
As praises on the heights?"

This poem was written by Mrs. Finks when family affliction threatened to darken the whole course of her life.

A STIMULUS FOR THOUGHTFUL (and otherwise) PEOPLE

By H. H. Layburn, January, 1922
Alliterated Antonymns and Additionals
What is Our Answers to them?

Do we lean or lift?
Are we pleasant or peevish?
Are we givers or getters?
Do we cheer or chide?
Are we steady or shifty?
Do we save or spend?
Are we sensible or sensitive?
Do we forget and forgive?
Are we worthy or worthless?
Do we lean or lag?
Are we amiable or antagonistic?
Do we share or are we selfish?
Do we help or hinder?
Are we careful or careless?
Do we raise up or raze down?
Do we serve or shirk?
Are we Americans or Anarchists?
Do we commend or condemn?
Do we drift or drive?

Are we interested or indifferent?
Is our success push or pull?
Do we live for ourselves or others?
Are we courageous or cowards?
Do we study or skim?
Do we smile or scowl?
Are we for Heaven or Hell?
Are we useful or useless?
Are we good for something or good for nothing?
Do we preach or practice?
Are we sweet or sour?
Do we generate or gyrate?
Are we dependable or dependent?
Are we intelligent or ignorant?
Do we swim or sink?
Are we defenders or dependers?

Taken from the Kiwanis Magazine.

An old man, going a lone highway,
Came at the evening, cold and gray,
To a chasm vast and deep and wide.
The old man crossed in the twilight dim,
The sullen stream held no fear for him;
But he turned, when safe on the other side,
And built a bridge to span the tide.

"Old man," said a fellow pilgrim near,
"You are wasting your strength with building here;
Your journey will end with the ending day,
You never again will pass this way;
You've crossed the chasm deep and wide,
Why build you this bridge at eventide?"

The builder lifted his old gray head,
"Good friend, in the path I have come," he said,
"There followest after me today
A youth, whose feet must pass this way.
This chasm that's been as naught to me,
To that fair-haired youth may a pitfall be;
He, too, must cross in the twilight dim;
Good friend, I am building this bridge for him."

THE QUITTER

By Robert W. Service

When you're lost in the Wild, and you're scared as a child,
And Death looks you bang in the eye,
And you're sore as a boil, it's according to Hoyle
To cock your revolver and . . . die.
But the Code of a Man says: "fight all you can,"
And self-dissolution is barred.
In hunger and woe, oh, it's easy to blow . . .
It's the hell-served-for-breakfast that's hard.

"You're sick of the game!" Well, now, that's a shame.
You're young and you're brave and you're bright.
"You've had a raw deal!" I know — but don't squeal,
Buck up, do your damndest, and fight.
It's the plugging away that will win you the day,
So don't be a piker, old pard!
Just draw on your grit; it's so easy to quit:
It's the keeping-your-chin-up that's hard.

It's easy to cry that you're beaten — and die;
It's easy to crawfish and crawl;
But to fight and to fight when hope's out of sight —
Why, that's the best game of them all!
And though you come out of each gruelling bout,
All broken and beaten and scarred,
Just have one more try — it's easy to die,
It's the keeping-on-living that's hard.

THEY HATED LINCOLN

"Now he belongs to the ages." Curious irony of history it was that a man who had combated Abraham Lincoln as relentlessly as had Edwin M. Stanton, Secretary of War, and who even as Lincoln lay dying was planning to frustrate the President's policies, should have uttered this perfect tribute to the fallen leader.

We incline to remember now only the Lincoln of the Gettysburg speech, the man of the people whose simple eloquence gave permanent expression to the hopes and ideals and aspirations of the inarticulate millions of decent men and women.

It is refreshing for us also to keep in mind that other Lincoln, the sober man of action who was forever fighting against tremendous odds to lead our predecessors to do justice with mercy during the

most tragic period in our national history. For if we understand the difficulties which prejudiced men put in the path of Lincoln, we shall have a more comprehending insight into embarrassments which still confront our leaders.

When Abraham Lincoln was a candidate for the presidency in 1864, he won by a scant majority — obtaining only 55 per cent of the votes of the Northern States.

As the Civil War approached the end President Lincoln was bitterly fought in his every policy. Speaking of the radicals in Congress he said:

"They have never been friendly to me. At all events, I must keep some consciousness of being somewhere near right. I must keep some standard of principle fixed within myself."

His plan of reconstruction was passionately hated and later when Andrew Johnson adopted it as his own, Johnson was impeached.

Every important policy for which Lincoln stood was repudiated by Congress and by the country during the years immediately following his assassination.

Straight through his presidency Lincoln was subjected to incessant and unrestrained attack. Wendell Phillips called Lincoln "a more unlimited despot than the world knows this side of China."

Eight hours after the assassination the group of radical leaders who were later to control Congress and to make the national policy met to draw plans for ridding the country of the Lincoln influence.

Reports of the meeting stated that "the hostility for Lincoln's policy of conciliation and contempt for his weakness" were "undisguised" and, as Bowers quotes in *The Tragic Era*, "the universal sentiment among radical men was that 'his death is a godsend to our cause.'"

More amazing still were the sermons preached on the Easter immediately after Lincoln's murder. Lloyd Lewis in *Myths After Lincoln* collected numerous sermons from representative preachers of that day. Some of the statements made are almost incredible today.

In Boston the Rev. Warren E. Cudworth was saying: "God may have seen that a sterner hand than his (Lincoln's) was needed to hold the helm of state during the next four years of reckoning and reconstruction."

The Rev. C. B. Crane of the South Baptist Church at Hartford said among other disparaging things: "Do you remember how our confidence in Abraham Lincoln was shaken when he went from Springfield to Washington making little speeches from the platform

of the car all the way? Abraham Lincoln's work is done. From the fourteenth of this April his work was done. From that time God had no further use for him in this position which he held. At that time God had use for Andrew Johnson. . . . There was danger that Lincoln would subordinate his executive function to his personal sympathies . . . that he would even pardon Davis and Stephens and Johnson and Lee if they should come into his power. . . .

"But Andrew Johnson, a man of nerve, has had his heart wrung under the iron heel of rebellion. His sense of justice is paramount to his tender sensibilities. I believe God has raised him up to bring this rebellion to the consummation of just retribution. It is not private revenge he will wreak but the vengeance of God, whose appointed minister he is."

Such were the expressions heard in many influential pulpits after Lincoln died. His policies were repudiated in Congress and in the country. Every plan associated with his name was under suspicion. Reconstruction became a needlessly bitter and tragic process because men abandoned Lincoln's policies. Today our national politics is still confused because of the hatreds of that era.

We forget Lincoln's heart-rending struggles and remember only the historic victory. Time, the great judge, was with the man of understanding mercy. Today men all over the world honor him for those same compassionate sympathies which made even the righteous men of his generation hostile to him.

This is not a new experience in human affairs. Since the earliest times the fathers have stoned the prophets and the children have built their sepulchers.

Now that the conflict is so far back in history we can see the issues clearly and the essential nobility of Lincoln stands out, overtowering the petty meannesses and hates of those who opposed him. The man who was despised and whose principles were flaunted has become the symbol of the best we hope to be.

We actually honor Lincoln, however, as our decisions and policies in our present affairs are determined by the broader understanding and generous sympathy which guided him.

— Collier's, February 8, 1930

MUD SLINGERS OF LINCOLN'S TIME NOW EULOGIZE HIM

Almost Without Exception Eastern Newspapers Were Against Emancipator in Campaigns

New York — Lincoln's birthday has come and gone. The New York Herald, Harding's most powerful newspaper supporter, gave much space to what Harding said about Lincoln, and it printed an editorial saying the things newspapers all say about Lincoln — now. Here is what the New York Herald said about Lincoln May 19, 1860:

"The Republican convention at Chicago have nominated Abraham Lincoln of Illinois for president of the United States — a third-rate western lawyer, poorer than even poor Pierce. The conduct of the Republican party in this matter is a remarkable indication of a small intellect, growing smaller.

"They pass over Seward, Chase, and Banks, who are statesmen and able men, and they take a fourth-rate lecturer, who cannot speak good grammar, and who, to raise the wind (money) delivers his hackneyed, illiterate compositions at \$200 apiece. Our readers will recollect that this peripatetic politician visited New York two or three months ago on his financial tour, and in return for the most unmitigated trash, interlarded with coarse and clumsy jokes, filled his empty pockets with dollars coined out of Republican fanaticism." The New York Herald also said:

Classed Him With Traitor

"Lincoln is exactly the same type as the traitor who was hung at Charleston (John Brown) — an abolitionist of the reddest dye, liable to be led to extreme lengths by other men. Without education or refinement, he will be the plaything of his party whirled along in the vortex of passion if he should gain control of the government. The comparison between Seward and this illiterate western boor is odious — it is as Hyperion to a satyr. Lincoln has, in an aggravated and virulent degree, all that rendered Seward unpopular with the conservative classes, while he has none of those qualities and gifts of genius which distinguish the son of New York."

The New York Herald was very far from being alone among New York newspapers and newspapers of other cities, in applying to Abraham Lincoln the epithets they now apply to Americans — not to speak of Russians — who represent to them today what Lincoln represented in 1860.

The Boston Post, May 21, 1860, said:

Called Tool of Fanatics

"Lincoln has merely talent for demagogic appeal, that was thought to be worth in New England \$50 or \$100 a speech by those who hired him, but some who heard him were surprised that he should be considered anywhere a great man. He can only be the tool of the fanatical host he will lead on."

And the Philadelphia Evening Journal, May 24, 1860, said:

"There is not in all the history of his life any exhibition of intellectual ability and attainments fitting him for the high and responsible post in the government for which he has been nominated. . . . His coarse language, his illiterate style, and his vulgar and vituperative personalities in debate contrast very strongly with the elegant and classical oratory of the eminent senator from New York."

ABRAHAM LINCOLN

Mr. C. M. Smith, of Springfield, married Ann Todd, a sister of Mrs. Lincoln. Mr. Smith's younger brother came to Springfield from Kentucky and was a member of the Lincoln family during the early years of its residence there. Young Mr. Smith took a room at the Lincoln house because Mr. Lincoln, riding the circuit at that time, was away from home a great deal and Mrs. Lincoln was afraid to be alone with the two little boys, Robert and Tad.

Later, Mr. Smith married and built a house next door to the Lincoln home. *There were but a few feet between the two houses, just enough for a walk of two planks laid lengthwise.* But it was this walk that saw Abraham Lincoln in some of his greatest and most human moments. I have never tired of asking for or listening to the stories of the Emancipator's journeys up and down those well-trodden planks.

In most of his spare hours, during the latter part of his stay in Springfield, Lincoln walked back and forth on those two planks, *with the first of the Smith babies lying over his shoulder.* At an age when most babies are restricted to feminine handling and pillows this tiny boy was Lincoln's constant companion and solace when he was at home. The future President was utterly devoted to him. He would hoist the youngster over his shoulder and carry him there so gently that he slept almost continually, with his head against Lincoln's neck, soothed by the kind voice repeating fragments and phrases of those speeches with which he was already beginning to challenge the thought of the nation.

— New Stories of Abraham Lincoln,
by Elizabeth Irons Folsom, American Magazine, July, 1923.

THE BEAUTY IN LINCOLN'S FACE

On the front cover of the Pathfinder appeared a picture of Abraham Lincoln, taken in 1864 by Brady. Dr. Frank G. Murphy, of Mason City, Iowa, who has made a long study of Lincoln, says this is his favorite portrait, not only because it shows Lincoln at the height of his career but because it has not been retouched by the photographer as the other Lincoln pictures have. Dr. Murphy condemns the photographers and artists who, in order to idealize Lincoln's face, have changed the features and robbed them of much of their true nobility of character. Writing on this subject, he says:

"The divinity of beauty is nowhere better shown than in the rhythmic lines that grace the face of Abraham Lincoln. Much has been written about the depths of its celestial beauty but none of his admirers have been sufficiently definite about what they saw to do him justice. If the divine gift of profound wisdom and a Christ-like feeling of charity for the frailties of humanity can be registered on the human face we should be able to decipher them in the countenance of the great emancipator. Most of us are conscious of the fact that it is the lines of the face that reflect the mind of the possessor though we do not stop to analyze in just what way the intellect and the disposition tend to contract and relax certain muscles so that they register the intelligence and spirituality in such a manner that the face becomes truly the mirror of the soul.

"Had Lincoln possessed a mediocre intelligence and a sordid mind it would have told on his eyebrows, the eyelids, the eyes, the mouth and the lines about the nose and mouth. Lincoln possessed the classic eyebrow of the great in history, like Washington, Michelangelo, Raphael and Shakespeare. Their eyebrows were not alike, but they all possessed one characteristic, namely that they were nicely arched and the inner one-fourth of each eyebrow was at nearly right angles to the other. The great artists have made use of this classic eyebrow when they wished to depict superior wisdom and beauty, and this is nowhere better illustrated than in the famous painting of Da Vinci's Christ in "The Last Supper."

"Those who think much have a tendency to draw the inner portions of their eyebrows inward and upward, and this is sometimes referred to as the 'thinker's brow.' Profound thinkers have another habit of slightly drooping both the upper and lower eyelids. Lincoln saw more with his intellect than he did with his eyes and as a result his eyes were always steady and calm. In his last photographs, taken in 1864 under long exposure as was necessary in those days, the iris or the dark portion of the eye has a clean-cut edge, showing that his eyes were not vacillating but steady and all-seeing

as was his mind. Those who think profoundly and sincerely relax the muscles of the upper and lower eyelids, which allows the upper lids to droop slightly and the lower lids to come below the curve of the iris, giving the eyes the appearance of fatigue. Because of the upper and inner contraction of Lincoln's eyebrows and the slight drooping of his eyelids many are led to say that his eyes express sadness — which is true; but it is a sorrow of understanding — akin to that of the Savior.

"The natural lines of the lower half of his face show they have been guided by a master mind and unaffected by malice, vanity, selfishness or other weaknesses of the flesh common to most of mankind. Being utterly devoid of self-consciousness he made an ideal subject for the photographer. His countenance presents the appearance of one possessing infinite wisdom combined with the tenderness of a child. Over half a century of right thinking and constant devotion to the betterment of mankind has stamped upon his face those rhythmic lines of beauty that adorn his rugged countenance like the trailing arbutus that ornaments the rocky wood of its native soil.

"There was a slight tension of the muscles that held his teeth together, as there always is with those who think much, though the other muscles of the lower part of his face, like those of the eyelids, were always relaxed. The lines in the child's face and those gifted with the spirit of nobility and chivalry retain the rhythm of line that imparts to it the stamp of merit that is a certificate of character and which inspires confidence that little children recognize. The other muscles of the face below his eyebrows were always naturally relaxed except when speaking or smiling. This relaxation is shown in the slight drooping of the mouth, except at the outer corners, which are a trifle raised as if his lips were suspended from these two points, and which in reality they are by two small muscles attached to the cheek bones. It is these zygomatic muscles that we all make use of when we laugh and smile — and Lincoln often did both. It may readily be seen why it is that the unopposed upward and outward contraction of these muscles gives shape to his manly mouth and draws graceful figures upon his cheeks. The short muscles at the corners of the mouth that pull downward as in anger were never developed in Lincoln. Vanity, dissipation, revenge and other weaknesses that afflict most mortals were strangers to him for there are no lines upon his countenance to indicate that he ever knew them."

A TRIBUTE TO ABRAHAM LINCOLN

By Hon. David Lloyd George

October 19, 1923, at Springfield, Illinois

Much as I wanted to see your great land, there was one spot above all others I was anxious to see, and that was the home of Abraham Lincoln, the inspirer of Democracy, not merely in your country but in all lands.

I have come here today with one purpose and one purpose only. That is, to pay humble and reverent tribute of respect to the memory of one of the great men of the world. It is difficult for me to express the feelings with which I visited the home and the last resting place of one of the noblest figures in the history of mankind, a man loved by the people of all lands, a man beloved by those who do love the people in all lands. There have been many great men whose names have been inscribed on the scroll of human history. There are only a few whose names have become a legend amongst men. Amongst those is conspicuously stamped the name of Abraham Lincoln. His fame is wider today than it was at the time of his tragic death, and it is widening every year. His influence is deeper and is still deepening. Even if this were the occasion, I do not feel competent to pronounce any judgment on the qualities that made him great and on the deeds and words that will make his name endure forever more. Least of all would I presume to do so in the city where there are men still living who remember and knew him. All I know about him is that he was one of those rare men whom you do not associate with any particular creed, party, and if you will forgive me for saying so, not even with any nation; he belongs to mankind in every race, in every clime and in every age.

There are great men of party, and the great men of creeds. There are the great men of their time and there are the great men of all time of their own native land; but Lincoln was a great man of all time, for all parties, for all lands and for all races of men. He was the choice and champion of a party, but his lofty soul could see over and beyond party walls and unlimited terrain beyond. His motto was: "Stand with anybody who stands right. Stand with him while he is right and part with him when he goes wrong." No pure partisan would ever assent to so discriminating and disintegrating a proposition.

I have read many of his biographies. I read a very remarkable one which was published two years ago. Some one handed it to me at Niagara Falls and I read it with deep and intense interest. His career was highly successful, judged by every standard of success, —

from the wretched log cabin at Kentucky, — a picture of which I saw today, through that comfortable home I witnessed, and on to the official residence of the President of the greatest republic on earth. It seems a triumphal march enough for any ambition, and yet his life is in many ways one of the saddest of human stories, and even the tragic end comes as a relief.

He once said: "I have not willingly planted a thorn in any man's bosom" — a great saying. And yet as soon as he reached the height of his ambition, this man, who shunned hurt and scattered kindness on his path, was doomed by a cruel destiny to send millions of his own fellow countrymen through the torturing experience of a prolonged and fierce war against their own kith and kin. This, the tenderest soul who ever ruled men, was driven for five years by an inexorable fate to pierce the gentle hearts of mothers with anguish that death alone can assuage. And in this, the greatest and most poignant task of his life, he was harassed, encumbered, lassoed at every turn by the jealousies, the pettinesses and the wiles of swarms of little men. He was misrepresented, misunderstood, maligned, derided, thwarted in every good impulse, thought or deed. No wonder his photographs, — and I have studied most of them, — became sadder and sadder and more and more tragic year by year up to the tragic end.

His example and his wise sayings are the inheritance of mankind, and will be quoted and used to save mankind from its follies to the end of the ages. The lessons of his statesmanship are as applicable today as they were sixty years ago. They will be as applicable a thousand years hence as they are today. Being dead, he still speaketh. He has messages of moment for this present hour. I will give you two of them.

The messages of Abraham Lincoln to this day and this moment and this emergency in the life of man are: "Clemency in the hour of triumph." The doctrine of the Pagan world was "woe to the conquered." The doctrine of Abraham Lincoln was "Reconcile the vanquished."

It is a time for remembering that vengeance is the justice of the savage and that conciliation is the triumph of civilization over barbarism. Lincoln is the finest product in the realm of statesmanship of the Christian civilization, and the wise counsel he gave his own people in the day of their triumph he gives today to the people of Europe in the hour of their victory over the forces that menace their liberties.

What is his next message? "Trust the common people." He believed in their sincerity, he believed in their common sense, he

believed in their inherent justice, he believed in their ultimate unselfishness. The first impulse of the people may be selfish. Their final word is always unselfish. That was the doctrine that Abraham Lincoln thought and believed in, and today, when Democracy is in greater peril than it has probably been in your life time or mine, the message of Abraham Lincoln carries across the waves, and will, I hope, be heard in Europe and will impel the Democracies of Europe to fight against the wave of autocracy that is sweeping over our continent, Russia, an autocracy; Italy, for the moment a dictatorship; Spain, a dictatorship; Germany, slipping into dictatorship; most of Europe having abandoned confidence in the people. It is the hour of Abraham Lincoln's doctrines to be preached in the countries of Europe. His influence upon our democracy in England is deep, and I believe permanent, and if the peril reaches our shores, the words of Abraham Lincoln will be an inspiration, and a strength for those who will be battling for the cause of the people.

A moment ago there were two flags here, your great flag and our great flag. They were intertwined. They have been ranged side by side in a great struggle in Europe for liberty, and they emerged triumphantly. I venture to say it is not the last time these two flags will be rallied together for the cause of freedom. A time will come, a time is coming, when the principles of Abraham Lincoln will have to be fought for again, and these two flags will be the rallying centers in that struggle; your great flag representing the stars that illuminate the darkness that falls upon the children of men, that is falling on them now in Europe, the bars that represent the shafts of sunlight that will dispel that darkness; our flag with the cross, that represents the hope of the earth in all its trials. Those two flags standing together, rallying around them men taught in the principles of Abraham Lincoln will yet save the world for liberty, for peace, for good will and honest men.

MY LITTLE JOB

It's not as smart as the other chap's,
With flashing sign,
It's not as big as your own, perhaps,
But it's mine.
Just my little job to hold down tight,
To stand to, and freeze to, with man's strength and might.

It doesn't lead down thru' the golden ways,
Sunkist and alight,
It isn't all laughter and shining days,
But it's mine alright.
My own little job that I have to do,
Earnestly, faithfully, fearlessly, too.

And I think some time that it isn't much job,
This same little task,
The laughter is oftentimes lost in a sob,
And I often ask,
Must I dig thro' shadow and shine?
And I know I must, for the job is mine.

And I think when the great God summoned me,
Through the great Divine,
That he chose that same little job, maybe,
And called it mine.
He narrowed and hedged it around — who knows?
That same little job that the Great God chose.

It isn't a great big thing you know;
And I know it bears
Under the strong years' stress and strain,
The mark of tears;
But tears or laughter, or shadow or shine,
I mustn't fall down on the job of mine.

For how would it seem at the set of sun,
Should he call again,
And find that same little job undone,
While measuring men;
Could I charge Him; the Infinite, great All-Wise,
With choosing a job too small for my size?

And at last I'd ask for no better word,
For my passport thro',
If my summoned soul can say to Him, "Lord,
What I had to do,
That I've tried to do without whip or whine,
While I held down tight on that job of mine."

By Miss Will Allen Dromgoole.

The Story of EDUCATION – KNOWLEDGE – WISDOM

Human family are the only animals which SEEM to possess power to secure education. We say "seem" because we can't prove that statement.

As a paterfamilias, we wish we could approach honorable position held by cow. It's an open question as to how far animals do or do not possess "education" as defined. A student of English cannot understand Swedish – until studied. Each race or nationality has vocabulary and inflection quite its own. We are not sufficiently versed to say they are ignorant, merely because WE do not understand. Unto a standard of their own, we are as incompetent to them. Each person judges others by what HE thinks and does, and allows no latitude for differences. As each nation has a language, so do we believe each family of animals has its own.

Recently an English scholar moved to Africa and lived amongst Simians (monkeys). What sounded like "chatter" proved to be a well-defined conversational language. He became posted on a portion, and could explain what he had for them to eat, etc. As we place ourselves upon the plane of other animals, just that far do we learn they possess qualities for which in ourselves there is a duplicate or in which they are superiors. If we could transform ourselves into cows, horses, or dogs, we believe we could talk to them in a language as much their own as that of various nations – their language would not be ours; neither is French the same as Russian. In fairy tale parlance we communicate – to instill children not to injure animals, butterflies, etc., we make it appear animals talk. A notable example is "Black Beauty" in which the horse tells his troubles to the human family. There is sometimes more truth in fiction than in what we regard as fiction.

We can't prove how far this could be taken, but if man became a cow he could talk cow language, etc. If man could study animals from each viewpoint, he would learn to appreciate educational value of creatures. Imagine mother bird returning with a worm – can it be that the little ones in the nest open their mouths and utter meaningless gutterings? Listen to that family, chattering by the hour – mother teaching birdlings how to fly, what to watch for as dangerous and harmful, and where and how to get food, etc. We can't imagine ANY living form uttering incomprehensible noise to others of its kind. We do make this distinction – animals would learn an education as comes to them naturally. A bird, fish, or cow would have no regard for ancient (dead) languages or care much whether or not Jonah swallowed a whale. They

live neither in the past nor future — today is their time. Reason leads them to improve the present, well knowing that pasts and futures are for same power to govern that controls the present.

Man, on contrary, rakes up past that is known, mysteriously wraps in compounded elements which he doesn't know, demands you have faith, coerces you to study and gain a massive education upon subjects of no value to him or his children. He pursues acquiring of education to sell education, because education is in demand. It defeats its end. He lives entirely in past, practically little in present, prays for a future. Education brings us to OUR standard; we ignore others. Cow leads natural thinking process; we wish mankind did same. But man has lost in a degree his intuition, and is taking to reasoning. Reason is a double-edged sword, and if we reason from intuition, if we are untaught, unbribed, and uncoerced, all actions would be reasonable and graceful. But we have been bribed; we are heirs to form — we don't know what.

The man who thinks can make his independent career; free himself from the common herd of worried, anxious, unimportant human ciphers.

Thinking SHOULD BE easy with us humans. Unfortunately, it is not. Ask average young man between eighteen and twenty-five what he intends to do, how he intends to do it, and you get a vague answer. He has really never THOT about his own life — mere complaining or wishing is not thinking.

Few have courage to start for themselves and work their way thru. Few will climb the stony hill, and few would be happy if they found themselves at the top, free, and with a wide view.

It will take thousands of years before average of human race will be even as high as men we now consider great. Thousands of years will pass before men have achieved freedom, intellectual development which will make of every one the actual possessor of the whole earth — since none will envy another, no man will crave anything that he has not except more knowledge. That day will come when human sheep you see in crowded cars will as surely change into a thinking, noble race, as sheep will surely one day change into mutton.

It is hard to think independently. Lives of great men tell us that life is lonely when heights are won. A large working majority, however, are mercifully free from danger of "lonely greatness." It is hard enough to escape being mere sheep and hard enough to be a useful, thinking, self-respecting man.

However, all of us CAN be that. We can demand facts, then form our opinions instead of swallowing opinions whole. Poor

sheep might be happier if he knew even how to pretend to think. People would pay to see him. He would be well fed and kept alive as long as possible. It is surprising how LITTLE thinking a sheep would need do to create a sensation. It is just as surprising how little thinking MAN need do to create a sensation in his little world.

Everybody made needles with eye at end farthest from point. No sewing machine was possible. One man THOT, and put eye at needle's point. He made sewing machine possible, and made tens of millions of dollars.

Everybody believed only ONE message could go on ONE wire at ONE time. Edison THOT. He made possible the sending of many messages at one time. He made millions of dollars.

World has moved upward in hops, like a kangaroo, and each hop has been a human thot. You can hop mentally and "get somewhere."

We work for three thot products: Education — Knowledge — Wisdom. Of first, we possess much; of next, little; of last, a shadow — which is our fault. We go to school "to get an education" because we have been educated to believe in education. We have an idea of what "education" consists; we are misinformed; we have lay interpretation which is not always true.

"Education — To exercise mental faculties, AS BY INSTRUCTION, TRAINING, AND DISCIPLINE, in such a way as to develop and render efficient the natural powers." (Standard Dictionary.)

"Educate — To bring up a child physically or mentally, TO LEAD FORTH." (Webster Dictionary.)

"Educated — Developed and informed by education. HAVING DISCIPLINED MENTAL POWERS; TRAINED; INSTRUCTED." (Standard Dictionary.)

"Education — Process of nourishing or physically rearing a child OR YOUNG ANIMAL. 2. Act or process of educating; the IMPORTATION OR ACQUISITION of knowledge, SKILL OR DISCIPLINE of character; also ACT OR PROCESS OF TRAINING by a PRESCRIBED or customary course of study or DISCIPLINE, as a common school education. 3. The totality of the qualities ACQUIRED THROUGH individual INSTRUCTION and social training." (Webster Dictionary.)

"Education — Process of the result of education; ACQUIREMENT BY any course of DISCIPLINE and instruction; the SYSTEMATIC development and CULTIVATION OF THE MIND and other natural powers, and the direction of the feelings, tastes, and THE MANNER OF INCULCATION, example, experience, and impression. 2. TRAINING resulting from pursuit of a complete course, as in law, medicine, art, mechanics or the like; as, he obtained his education at Oxford." (Standard Dictionary.)

"Educator — One who or that which educates or teaches; a teacher, especially one versed in educational principles and methods and able to secure practical results IN TRAINING THE MIND." (Standard Dictionary.)

The process of "education" as heretofore defined, is one of causing to drill, train, and discipline. Soldiers are educated when drilled.

Contrast difference between training body and mental forces. "Mental faculties of" — "cultivation of mind" — "in training mind" — to majority is faculty with which we think, educationally reasoning we have ONE "mind" with which to think, hence to raise a questioning attitude is to be ostracized on the ground we do not desire mankind to become better posted than he is.

Man's mind is dual in personalities or mentalities. Each is separate and yet connected. Innate mind is superior; Educated inferior. Each resides in a separate part of total brain. Flow of functional forces is from Innate to Educated and impressions from Educated to Innate. Innate sends forces and shapes Educated thot by the sendings. Once Innate-Educated thot has become, then equivalent impression reaches Innate mind and is aware that Innate's desire has been fulfilled. If it were not for Innate mind, Educated mind could or would not think.

We desire "education" become broader and rational in its scope. We are in favor of "desire for education"; we question value of its source and whether such source tends to enlarge or squeeze horizon of thot.

By contrast and to assist in reaching elucidation of problem, we present definitions of "knowledge."

"Know — To have a clear and certain perception or apprehension of, AS A TRUTH OR FACT; BE CERTAIN OF as objectively true. In lower sense, to believe to be objectively true; be cognizant of. In strict sense, to know is to perceive or apprehend with the mind, and to have assurance by proper evidence that our mental perception or apprehension AGREES WITH REALITY. The ground of knowledge is evidence, and its certainty depends upon the kind and character of the evidence." (Standard Dictionary)

"Know — To perceive directly; to apprehend immediately by sense or by the mind especially; to perceive or apprehend as familiar or intelligible; to recognize; to discern the character of; hence, to recognize as distinct from something else. 2. To perceive or apprehend as true; to recognize as valid or as fact on basis of information possessed or of one's understanding or intelligence; TO HAVE MENTAL CERTITUDE in regard to, together with CLEAR comprehension of; to perceive with understanding AND CONVICTION." (Webster Dictionary)

"Knowledge — A result or PRODUCT of knowing. ANY FACT OR TRUTH OR THE AGGREGATE OF FACTS, TRUTHS, PRINCIPLES, AND SPECIAL OR GENERAL INFORMATION. 2. Practical understanding or skill in anything; familiar acquaintance derived from practice or experience." (Standard Dictionary)

"Knowing — Having or giving knowledge; conscious; cognitive; perceptive." (Webster Dictionary)

"Knowledge — Acknowledgment, avowal, recognition, or confession. The act of knowing; clear perception of fact, truth, or duty; certain apprehension, whether by the senses or the understanding; familiar cognizance; cognition." (Webster Dictionary)

Knowledge is product of what YOU deduce. Education is what THE OTHER FELLOW deduces and TRIES to give you. What another may know is of no value to you — it's what YOU know that counts.

Education is where one party tries to absorb something on which somebody else has reached a conclusion. Second party tells first, "There is an apple in your room." Should first party accept his statement as true, as second party gives it to first, then first is EDUCATED TO BELIEVE there is an apple in that room. If we question the statement, will not accept it as fact, go to room and SEE apple, then we possess KNOWLEDGE. We have PROVEN to ourself what he had proven to himself — but *his* proofs are not such to us, regardless of how strong they are to him.

Education is theory that apple is there, and knowledge is fact. To utilize apple for purpose for which intended, as food, we see, smell, taste, eat, digest, and it becomes part of us, which is to possess WISDOM of the apple.

Education is ALWAYS what another gives. KNOWLEDGE you draw FROM yourself. There is a great deal of what others try to give us coming towards us; we receive little of what others give; very few have an understanding of what we give as we understand it. Education is a game of lottery — we buy many blanks, and once in a while MAY win a prize.

The following is quoted from a talk given by Attorney Louis Block:

"Parrots Product of Our Schools

"Present System of Education Has Many Defects.

"'The present system of education turns out parrots, repeaters, hand organs, phonographs, and word-spouting machines, instead of seers, thinkers, doers, creators, and world helpers,' said Attorney Louis Block in a severe criticism of the schools of today, delivered before the Ethical Society at Ethical Hall.

"'Teachers should stop forcing pupils and begin to interest them in the subjects they are supposed to learn. Graduates of our schools have not had their faculty of observation cultivated and their chiefest accomplishment is ability to recite things that they have been told,' said Mr. Block.

"Schools were criticised, from primary grades through high school and college courses, the speaker stating that the average young person, after being ground out according to rule is little account for anything except filling space in the world. As a consequence, a well educated person, according to present day standards, would prefer rag time to real music, and vaudeville to high class drama.

"'Any business man will admit,' said the speaker, 'that the college man as a class is a failure in the business world. They lack the power to will and do.' Mr. Block told of the vast amount spent on education in the United States, saying that a Panama canal could be built every year with the \$403,000,000 spent on education.

"Another criticism offered by the speaker was that schools fit children for college rather than practical life. But less than one-third of one per cent of the school pupils go to college and to point the whole system for a university education is decidedly wrong.

"'All children are treated alike, while education should be an individual proposition. We don't want all people alike, for they have a different work in life to do and to make the child fit the school is like giving the same dose of medicine for different diseases,' said Mr. Block. 'Remedies for the defects of the present system are shorter hours, smaller classes, more concentrated work, less forcing and more inculcation of interest in the pupil,' he said.

"The Montessori method of teaching little children was also thoroughly discussed by Mr. Block, its advantages over the common kindergarten work being pointed out." (Davenport Democrat and Leader, Feb. 17, 1913.)

Another person may use education to make knowledge. Even that which is NOW knowledge to him is still education, unless YOU make it knowledge; therefore, what another may claim as a massive education is, to us, of no value until digested. Then it is as much ours as his; it is knowledge — NOT education.

We care little for education; we demand knowledge. We do not want misinterpretation when we say, "We are not an educated man." We claim little education, and if there is a scrap somewhere, we desire to boil it into knowledge. We would rather possess little personal knowledge than another's massive education. Both second and first parties may have great knowledge, yet neither has wisdom, for minor wisdom is actual conviction gained by and thru a superabundant knowledge.

In discussing absence of education and presence of knowledge, we do not assume that everything must be concrete to be a fact. Truths can be mental or physical. Scientists assume facts exist only so far as they can be proven by tests of physics and chemistry. Any conclusion held that proves itself, mentally, to contain all elements which prove a condition truthful, is as much mental knowledge as iron is physical knowledge to physicist or chemist.

A noted professor once sat in our class. We lectured on Innate Intelligence. Innate is study of abstract, whereas this professor was a cold student of physics. He asked proof of existence of Innate Intelligence. Intelligence alone proves it unto each. He replied, stating he considered nothing as knowledge that did not meet a test of physics or chemistry. We asked if he were "an INTELLECTUAL MAN." He said he was. "Can you prove, by tests

of physics and chemistry, that you are a MAN?" He could. "Can you prove BY SAME MEANS that you are an 'INTELLECTUAL' man?" He could not, yet he asserted he was both.

A student came to The PSC thoroly convinced that EDUCATION of medicine is a failure. He may even have had bitter experience which made it knowledge. Then to follow wisdom, he pursued the path that appears as knowledge—studied Chiropractic.

Receiving of lessons from teaching staff is education. If student thinks, reasons, and digs upon what comes he will gain knowledge. Whether or not convinced of efficacy of Chiropractic remains when crucial test occurs. Suppose a member of his family becomes deathly ill, will he retrace to that which he formerly denied having truth? If so, he has not reached stage of wisdom upon education of either medicine or Chiropractic, for "minor wisdom is actual conviction gained by and thru a superabundant knowledge."

Example: Prospective student comes to this school because he wants Chiropractic. Another told him it was good. Another saw people getting well. Another thinks it a good business. EDUCATION alone caused that person to act.

We comprehend further education. He leaves school, enters field, and a physician says, "Are you positive your ground is right?" He THINKS it is. That boy lacks wisdom. He may have an education; he lacks knowledge, for he has not reached that mental stage where conviction KNEW. If he KNEW, he would say, "I KNOW I am right." Few possess inner conviction.

All have EDUCATION on some subject—more or less. Some have education of law, medicine, or mathematics. How many reach the standard of knowledge?

All of medicine, what is purported to be "law," and almost all of each religion (as commonly understood) is a precedented mass of verbose education. It is educationally step-handed down and out by ancestors, and is served many times in many places under many forms. Nevertheless, its identity is plain.

Medicine is five thousand years old—and what it is? They still treat effects and cannot get from it. Today they give it with serum rather than with toads of yesterday. Formerly, it was pumping wind into patient, then drawing blood. Today, blood is impure and they inject poisonous vaccine to purify. It is EDUCATION that has received glorious modifications. What does principle, study, or application of medicine amount to? Viewing it as education, IT'S GREAT; as knowledge, it possesses little; as wisdom, it does nothing.

It takes man eight years of laborious study to tickle the surface of that wonderful (?) education; and it amounts to nothing as knowledge based upon fact, truth. We judge theories by what they do — and what does medicine accomplish? Nothing. We do not dispute that anatomy is one of the studies of medicine. But a discrimination must be made between theory and practice of *materia medica*, therapeutics, and kindred theories; and study of man, most of which has been modified by theories, so that much of physiology, etc., is a theoretical series of ideas. But what is, is also of any other study, altho much culling is necessary before the molehill of knowledge is gleaned from mountain of education.

The Providence Medical Journal had a capital skit on this subject, in New England dialect, which we quote verbatim:

"'It ain't so much what you know as what people think you know that counts,' said the old doctor as he tilted his chair against the shady side of the piazza and stretched his long legs comfortably across the rail. 'Now, I've been in practice for forty years, and naturally I've learned some things, but when I read some of these journal articles about things I never heard of, I feel as if I knew less every day. And,' he added after a moment's thought, 'I don't know but I'm glad of it. There is such a thing as knowing too much. Now there was Doctor M. He was so blamed scientific he forgot what he was sent for. I remember he was called to see an old patient of mine who had the worst kind of biliary colic, and the first thing he had to do was to get a history and write it down so he could report it to some paper. "How old are you?" he said. "Say, Doc," cried the man, "don't mind my age! I've got a devil of a belly ache that's troubling me mostly now." But he insisted that for a proper diagnosis he must know all about the attacks, so while the man grunted and swore, he kept asking and writing down how many attacks he had had, how long they lasted, and what they followed. Then he began to ask if his father had such attacks and then his grandfather, till the man yelled out, "Say, my grandfather is dead. It's me that's got the bellyache!" He never made much of a hit with that family, but he did know a lot.

"'Once he went about nine miles into the country,' continued the doctor, now in a reminiscent mood, 'to see a man with diarrhea. And what do you think he gave him? A prescription — and the nearest drug store nine miles away — and it was raining, too! It takes more than book learning to be a success as a doctor. He needs a lot of common horse-sense; and in all this chatter about higher education and a new curriculum — which is one way of freezing out competition in the medical college trust — I haven't seen mentioned any Professor of Common Sense.

"'Why, I knew a man in college who knew Gray's Anatomy backward, but who starved to death in Maine; and there are men nearer home who go around completely overlooking ordinary causes of disease, trying to find one of those rare ones they read about; and before they make up their minds, nature effects a cure, and if they have not been fired, they get the credit for it. Like the woman Mark Twain tells about who had a boil on her bottom. Every physician she consulted wanted to open it, but she dreaded an operation so finally went to a Christian Scientist. Going up his steps, she slipped on a piece of soap and sat down so hard she broke the boil — and afterward she was a Scientist.

"Just now there seems to be a craze for operations, and the average patient with a choice between an operation and dose of medicine seems to prefer the former. Down at the Hill the other day a lot of women were discussing appendicitis and their idea of it was confined to the price of the operation and the length of the scar, and the one with the longest scar got the most for her money. I think it averaged about fifty dollars an inch."

No physician can cover in his life any one specified EDUCATED branch of "the study of medicine," let alone mastering all its divisions.

"Law" has been an education for centuries — what does it amount to? "Law" as today recognized is a tremendous subject; it is a tree with endless branches. No one lawyer can master one, let alone all segments. It's interpreting educated opinions of others gone before, that bewilders attorneys today. Thousands have recorded their educations in parchment. Today we are forced by custom to try to interpret what they meant by what we want it to mean, according to which side of the case we are on. From education, "law" is tremendous. The odds are greater than we imagine, for frequently we go back to ancient history to quote an opinion. From point of knowledge, there is little. As for wisdom, there is more "law" in a leaf from any common tree.

"Religion" is a repeated study and teaching of educations. Some person or people have another viewpoint — they start a sect and teach what they believe. It's propagated and handed down. THEY saw fit to invent, cut, fit, and coin; but should you assume the same privilege today, which they fought for and demanded then, you are a heretic. All creeds are educations handed down as heir-looms, and each shows it is the worse for being second-handed.

We are doomed and our fate sealed before we're born. Education is the standard, and educationally we follow. Should your wisdom reach broader theological domains, you are squelched; and, if weak, you fall to with the educated dog-trot. Granting a new phase was given birth yesterday and it has its few or many followers, its basis today is that of the teachings of educated men.

In the middle of the burdened and stupid majorities thruout the world ARE THE LITTLE FEW WHO USE THEIR MINDS, NOT TO PUT MORE WRECK AND RUIN UPON HUMANITY BUT AGAINST THE TERRIBLE CREATURES AND INSTITUTIONS THAT LIVE ON THE DESTRUCTION OF WHAT IS GOOD IN MANKIND. Thinkers live in middle of masses and see on all sides evidence of destruction. They see millions blind to beauties of world; millions to whom higher things of life are lost; millions who have no opportunity to find their

esthetic selves and who possess as little soul as the beasts of burden with which they work. It is not out of choice that they remain among the maimed and marred, for the people of the "educated" classes, who give all their lives to gathering of words and books, are not only dull, uninteresting, and BARREN OF ORIGINALITY, but HAVE MADE IT A RULE TO HOUND AND HARASS THOSE WHO DARE TO BE ORIGINAL OR INDEPENDENT IN THOT AND ACTION.

IT IS FOR THE UNTAUGHT AND UNSUNG MILLIONS THAT BIG VOICES OF INTELLECTUALS CRY OUT. WHOLESOME MEN LIKE KROPOTKIN, PRODDHON, AND TOLSTOY ARE LONESOME AND WANT COMPANY. They are uneasy in a world of warped and incomplete people. VOICES OF INTELLECTUALS ARE NOT CONFINED TO THEIR OWN HEARTS, BUT RING AND ROLL THRUOUT THE WORLD.

EVERYBODY knows that "educated people" of today must, for their preservation, STIFLE INDEPENDENT AND PROGRESSIVE THOT. For this purpose, among others, they have laws, jails, gallows, and gullotines. All thru history and up to present century, thinkers have been seized and given to jailer or executioner. Another means of circumventing work of martyrs like Francisco Ferrer is stifling of schools. MAN CANNOT SEE IN THE DARK. Work of enlightening illiterates of Spain and Russia must be done by word of mouth, for they cannot read. If schools must be established, as in the United States, then it is to the interest of the "educated class" to give children base ideals, to put a ban upon progressive thot, TO MOLD CHILDREN AFTER THE IDEAL OF THEIR GRANDFATHERS, to make them regard their ideas as a sacred thing, a thing that should be upheld and fought for in wrong as well as right.

Few will deny that many great men were better qualified to stand above the people than were the "educated rulers" who sought to stifle and destroy them. As a man, the czar paled into insignificance alongside Tolstoy; yet Tolstoy, in all his bigness, held he was unfit to rule one man, not to speak of ruling millions. NO MAN IS BIG ENOUGH OR GOOD ENOUGH TO RULE ANOTHER.

Rulers — most of them — are big in education alone; education which starves, stifles, maims, kills. In themselves they are small, impoverished personalities and their education is a perishable thing. Those with knowledge, on other hand, are big in themselves, big in heart and soul, AND TRUTHS THEY WRITE DO NOT PERISH SOON, BUT STAND FOREVER.

Average man, having been marred by teachers who told him what to think, leaders who told him how to live, and governments that told him how to act, is without initiative and hates nothing so much as innovation. Therefore, we are fools who waste upon him in daily walks. His laughter is disturbing; his sneers are bothersome; he is a pathetic figure. But he is numerous and persistent. If you attempt to walk the street with head bare, he will demand to know why you are so unlike other people of the street; and unless you give a lying explanation, he will call average policeman who will halt you as a lunatic.

In San Francisco there are two places of refuge for the man who wishes to be himself without interference: the smallpox hospital and Open Forum. Smallpox and reason are twin terrors to average man. He avoids pest house for fear of being laid out with smallpox. He shuns Open Forum for fear of having sixteenth century ideas laid out with reason.

At Open Forum, we encountered people who were FREE FROM BUGABOOS, FREE FROM GHOSTS, FREE FROM SUPERSTITION, FREE FROM ALL IDEAS WITH WHICH GROWTH OF AVERAGE CHILD IS RETARDED AND STUNTED.

When a man reads this we should applaud:

"Out of justice to the dead we ought to abolish most of the institutions they have left behind. Otherwise, they are being disgraced every day by the clumsy workings of the things they have established. If our honored ancestors desired to perpetuate their taboos, fetishes, and inquisitions, they had no business to die; they should have stayed here. By going to either of the places beyond they have forfeited their right to manage things gone below. The dead should give the living absolute home rule."

New York is the melting pot, the mecca of Europe's crucified poor. They come in search of opportunity to live.

The Modern School? It is the cradle of liberty. It opens all avenues of development to the child WITHHOLDING NEITHER RADICAL NOR CONSERVATIVE THOT. INSTEAD OF FORCING A MOSS-CLOGGED FORMULA UPON A SCORE OF CHILDREN, IT SEES IN EACH CHILD A SEPARATE INDIVIDUALITY, A DISTINCTIVE CHARACTER, HAVING ITS OWN BENT, ITS OWN DESIRES, ITS OWN TEMPERAMENT. Instead of treating all alike, as a housemaid would attend a litter of puppies, Modern School consults will and proclivity of each. It holds that growing child should not be subjected to contradictory influences, but should be left to unfold in freedom, as a flower unfolds in invigorating light of the sun. In the Modern School teacher is guide, not a driver. He aims to bring about free unfoldment of the individual, not to warp or mold it into a form prescribed by people who had nothing in themselves.

Sebastian Faure said "The effort of every true character should be to unlock the wealth of sympathy, kindness, and generosity hidden in forth the best and noblest tendencies." What greater reward, said he, can there be for one whose life work is to watch over the growth of the human plant than TO SEE ITS NATURE unfold its petals and to OBSERVE IT DEVELOP into a true individuality?

In words of Ferrer, "All the value of education rests in respect for the physical, intellectual, and moral will of the child. Just as in science, no demonstration is possible save by facts; just so there is no real education save that which is exempt from all dogmatism, WHICH LEAVES TO THE CHILD ITSELF THE DIRECTION OF ITS EFFORT. The real educator is he who can best protect the child against his (the teacher's) whims; HE WHO CAN APPEAL TO THE CHILD'S OWN ENERGIES."

Education is a veneer which, like any other, is not for use but to make look finished. Veneer on the piano does not make music greater — it helps make sale higher. Education is vapor, off shoot, spray, theory. Knowledge is essence, trunk, water-fact.

Education is reverence for precedent and never breaks loose of its bounds except when some person with more respect for progress than mildew awakens public opinion which demands a repeal. The nearer law, medicine, and religions remain FIXED in theory, methods used, what is taught, and how, the nearer the world agrees with them as an educational asset. More all can be shaken and kept shaken, greater is good they do one and all.

Knowledge is disregard for subjective reasoning of another objectively given away but relying only on last analysis of subjective self on a subject objectively offered and received. To objectively receive and subjectively analyze is good, for its product is knowledge. Subjective reasoning of another may be sound, logical, and true TO HIM, but his giving it to you objectively makes it EDUCATION.

Accept education as being correct without reasoning thereon, and it is still education and is not true TO YOU, nor can it be until YOU deliberate upon it, at which time it may be knowledge IF you accept your interpretations as true.

Note patients — they swear away knowledge and swear IN education when they tacitly take anything, everything, go any place, do all physician tells them; they question, reason nothing.

Note a jury — they swear away knowledge and swear IN education when compelled to try a case. They take oath to uphold educations of legislators and judges, to abide by law and evidence,

even tho it be wrong, a right they consider they have done to inject. They may feel their verdict against defendant is contrary to common decency, and right to him, family, friends, and the commonwealth; but, if their oath is good, they cannot go contrary to educations of which they have sworn to be tools. We could never be sworn as a juror under present system. Whether we "would be prejudiced to state or defendant" would depend upon what was RIGHT AND WRONG in the issue, regardless of what any statute, legislator, or judge had or would say.

Legislators are men, same as we. They had same issue placed before them BIASED, hence are not as capable of acting upon any particular issue at trial as twelve men listening to its phases so far as judge permits.

Judges have sworn away knowledge and sworn in educational privileges when they uphold principle of evidence as now existing. that foreordains what may and may not be introduced. Merit issue cannot enter — that is what we would be governed by. Knowledge works for merit — educations for precedent, right or wrong. Unwritten law should be strongest swerving factor.

Note infant at church rail. His knowledge is sworn away; his education for life sworn in by parents. He takes sacrament of which he knows nothing. This youthful mind is too young to reach upon weighty problems, yet he follows instructions of parents who followed same course preceding them.

Everybody has plenty of education; they are ready to give, sell, barter, and chattle it. But knowledge is scarce because nobody has a surplus; hence we rely most on what we have a quantity of, and favor the "game leg." Now and then some persons throw away educations, have no desire to get or retain them, cast them to winds as unreliable, untrustworthy, and are called fools because thereof. They have made the first step towards knowledge.

Education upholds yesterday; knowledge is in use today; wisdom builds for tomorrow.

Educational oaths, obligations, etc., contain balance of power of men over men, women over women. In medicine, law, or religion, social or business, education predominates as acme of thot and action. Education seems to be only process in vogue by means of which one can sway the many. Should individual, with small knowledge, try to show educated mass the whys and wherefores, he is tabooed because knowledge is HIGHER education, and education appreciates only its equal.

In a public meeting where education is topic, nobody makes an argument for a new thing. Oratory is collaboration, No man can

talk on his feet unless he talks to people who understand what he is talking about. No one understands what an orator is talking about unless he thot same things orator has. Business of orator is to express many things in their minds. It is he who formulates and corroborates. He talks for everyone who is on his wire. Ideas are in the air and people appropriate them. And just now over the United States there is wide-spread distrust of old time methods in education. Education has one purpose—TO FIT A MAN TO MANAGE OTHER MEN. Knowledge is for purpose of making men ABLE TO MANAGE THEMSELVES.

Imagine one who has inwardly convinced himself of a truth trying to convince 400 against something they have educationally been sworn to all their life — and before — without thot — he meets a wall so stiff, prejudice is so grounded it's humiliating. Your great grandfather wrote books which your grandfather copied; your father was taught what your grandfather knew; YOU have been taught from same books, revised. They have been backed by centuries' educations.

We would not pit mental and physical value of one knowledge adjustment against all educational medical treatments in the world. No educationally trained man (without knowledge) stands as high as a knowledge man without education. Neither does he do for the world what it wants done or clamors for — altho they don't know it until he is dead a few centuries.

To claim education as a criterion of value is to parade fine clothes, silk hats, magnificent factories, plenty of gold, and claim these make a man. It is not quality of hair or its color that make brains. To claim slight knowledge is to say we are a studious and reasoning being, never accepting without first considering.

When educated people go to an educational institution to get education, regardless of kind or character, it is advisable that educated professors educationally give education in demand and for which students came. Students who approach The PSC are educated, more or less. They come fully expecting to be EDUCATED upon Chiropractic. Chiropractic is not the product of education or educated people — it comes because of knowledge, and knowledge men brot it forth. Naturally, student is roughly and crudely awakened from revery to disappointed realization. He is to be thrown into the pot and made a part of knowledge making; he will help us make knowledge for himself and others. Should a set of self-made hard thinkers begin propounding thots to him in the abstract — he is bewildered and, what is more, does not care to work himself out of the maze. He thinks and desires that the mother bird bring the worm to his mouth and shove it into his gullet. That is not our

purpose. We are too much like the rude father who throws his boy into the lake and demands he swim to shore or drown. Chances are he WILL swim. We put a problem to the boy. It is for him to wiggle out. Meanwhile, tho, we, like the father, keep a safety life belt ready to throw in IF circumstances demand.

The New York Evening Journal, September 9, 1913, contained the following:

"THE COLLEGE MAN—HE RARELY HAS 'ORIGINAL IDEAS'
AND STILL MORE RARELY 'POWER OF JUDGMENT.'"

"The Man Who Is Only 'a Spoke' Must Be Used as a Spoke—The Man Who Is an Orange Must Expect to be Squeezed.

"James Kinney, a college graduate, a man with a 'degree', wants to form a college graduates' union to get for the graduates decent pay.

"His view of life represents the view of thousands. So we print his letter in full gladly—with comment of our own not entirely agreeing with the college graduate view.

"Editor New York Evening Journal:

"Sir: It would give me considerable pleasure if you would write an editorial on the following subject:

" 'The College Men's Mutual Benefit Association.'"

"Nowadays business men are surfeited with greed and the desire for their own aggrandizement, with no thought of their employee, except as an hireling serving the employer's unjust ends. These employees are merely spokes in a commercial wheel that may be replaced at any time. It makes no difference whether or not one spoke is more polished than others so long as the wheel hums and the operator in the form of the employer or stockholder is benefited. System or custom, or both, rules the business world. In this respect the college man, with his original ideas and power of judgment, is greatly handicapped. His promotion is governed more by length of service than by merit. He is bound, as it were, by the shackles of system and a machine-like existence. As a concrete case, take the transportation companies which embody system in its most advanced form. It seems to be an established fact that, notwithstanding college men constitute a very large number here, yet the clerical forces of these companies are the least paid of any similar forces. It is no trouble for a degree man to secure employment with these companies, but what does he receive for his skill? A mere pittance. In other words, the highest type of organization is ever crying for the college man, yet will not pay him a just wage. With few exceptions, the positions of any importance that are held by college men today have been obtained not through merit, but through influence, political or otherwise. A fine state of affairs for him who has spent the best four years or more of his life, and thousands of dollars besides, in preparation.

"The only remedy, to the writer's mind, lies in organization. If the justification is well founded for the existence of labor unions, then why not for a college men's mutual benefit association? Both have the same thing in common—the demand for a just wage for their services. Alone the laborer or tradesman is at the mercy of an employer. In unionism, however, he finds added strength and the power to protect his interests. So it will be with the college man when he unites with his fellow collegians in the one common cause—that of securing a just wage for his services.

"Assuring you that I will deeply appreciate the full insertion of this letter in your paper, and, if convenient, an editorial, thereon, and welcoming the cooperation of other collegians in the foundation of such an association, I have the pleasure to remain, Yours very truly, James Kinney.

"About a labor union especially for college men we say NO.

"Men are MEN, and if they are going to unite they should unite as MEN and not as separate individuals with a piece of sheepskin neatly printed.

"It would be well, as this newspaper has often said, if the young man in the black coat and patent leather shoes holding a clerk's position had BRAINS ENOUGH TO UNITE WITH ALL HIS FELLOW CLERKS FOR MUTUAL AID AND PROTECTION.

"As for Mr. Kinney's view of the college graduate and his superior ability, we cannot agree with him.

"The college graduate has no ORIGINAL IDEAS as a rule.

"Reading for several years what OTHERS have thought, said, and done does not create 'original ideas.' And the college man, as a rule, has NOT 'power of judgment.' On the contrary, the boy out of college is usually lacking in judgment as he is in original ideas.

"Judgment is born of EXPERIENCE—it does not come through hearing what other men have done—although all information is valuable.

"The ordinary boy out of college is a BOY, in the full sense of the word. He has missed four years of his manhood, having spent most of that amount of time 'rah-rahing' with boys, wildly excited about football, baseball and rowing, singing about his alma mater—about as far removed from real life and real accomplishments as the Grand Llama of Thibet.

"If the average college boy had 'power of judgment' and 'original ideas' he would know better than to take a position as clerk in a transportation company. He would have judgment enough to get a job helping at something with a future.

"Those unable to go to college often pity themselves, but they need not do so. The four years that a boy spends in college, from nineteen years to twenty-three years of age, are as a general rule wasted, when nothing of worth happens.

"Two classes of boys may perhaps safely be sent to college, if it is quite certain that they have no leaning toward drunkenness, if their characters are good, and if it is not convenient to keep them at home. The two classes that may well go to college are the very dull and those that are moderately dull. The very dull need four years to learn the very little that a boy learns in college. And the moderately dull might as well be college graduates as not—since it is probable that they will never be much.

"The boy of real power and ability is unjustly treated when he is sent to college. He has in his being an active machine that under college rules is forced to go slowly. And an active brain WILL NOT GO SLOWLY; it will get into mischief if it is not kept fully occupied. The trouble with the average college boy is that he spends four years picking up the FOUNDATION of an education—then spends the rest of his life satisfied with the foundation.

"Education is not reading; education is THINKING.

"You might read all about all the lives of all the great men that ever lived—and you wouldn't be any more of a man unless you had THOUGHT INTELLIGENTLY concerning what you had read.

"Lincoln had read perhaps a half-dozen good books. But over every word and every sentence and every idea HE HAD THOUGHT. His brain wasn't stuffed. It wasn't fed ENOUGH, it was true, but IT WAS FED. And Lincoln was able to write the Gettysburg address which no college graduate that the country has yet produced could equal. Even as a mere boy, expressing to the public his desire to be elected to a trifling office, he was intellectually, in power and thought and judgment, far ahead of the college graduate whom our friend describes as one possessing original ideas.

"The greatest curse that can be inflicted upon a young boy is the curse of conceit. Unfortunately, college and the reading of a few books fills with conceit a great many of the boys who amount to little—and they are a majority.

"The graduate comes out of college, having read this book and that book, and he imagines—poor little creature—that he is superior to the man who walks along the railroad track looking for loose spikes and really paying attention to his work.

"Unhappy are the sons of the rich who reach manhood without being made to realize that they must work and think for themselves.

"Unhappy also are many of the thousands sent to colleges, taught to IMITATE the ways of the rich, filled with the foolish ambitions of the rich, relying for success upon the childish, easily broken and forgotten friendships of college days—and then kicked out into the world, to find that a college graduate with a pen in his hand, sitting at his desk, is no better than any other boy able to multiply, add, divide, or copy in a fair handwriting.

"If the college boys of this country want to form a union, let it be not a union for compelling employers to pay them more than they pay somebody just as good as themselves.

"Let the college graduates form a union FOR THE CONTINUATION OF THEIR EDUCATION, WHICH WAS ONLY BEGUN AT COLLEGE.

"Let the boys determine to finish, in their hours of leisure, at about the age of seventy, the education of which the foundation was laid during the college years.

"Such a union would be a benefit to boys, and, above all, it might be of use to the nation.

"We really need in this country men WITH ORIGINAL IDEAS AND POWER OF JUDGMENT, and we have very few of them, indeed. And of those few, a very trifling and insignificant minority come from the colleges."

(New York Evening Journal, Sept. 9, 1913.)

We believe in that process of teaching which makes men and women think—not pampering them like bird-babies. It were prejudicial, tho, to financial interests of any institution, for one who knows ONLY knowledge to try to reason education into knowledge when education is in demand. To insist upon giving ONLY knowledge is to seriously encumber financial rating of such institution—educated ones rebel and they are in majority and do serious damage on inroads to its enrollments, hence whether a school should teach education or knowledge becomes a problem almost insurmountable when millions are teaching the present and coming generation to be educated whereas a handful are insisting knowledge be standard against wishes of those who buy our output.

At Lansing, Michigan, as in every other American town, boys left school before graduation. Reasons were the same everywhere — mere academic instruction no longer interested them; they wanted to get something that would fit them for breadwinning or they felt obliged to begin to earn something. At same time, various shops in Lansing, making automobiles and accessories, found difficulty in obtaining skilled mechanics having such an educational foundation to make them available for responsible positions later on. Schools lacked boys to train; shops lacked boys who were trained; so they cooperated. An arrangement was made so boys can both go to school and work in shops. Boys are paired. One week, first boy goes to school, second to shop; next week, second boy goes to school, first to shop. Similar conditions at Hartford, Connecticut, led to a cooperative arrangement between schools and shops, whereby boys earn something, learn a trade under shop conditions, and still receive textbook instructions.

These small but valuable experiments point in direction we must go. Vast waste and inefficiency of old educational system are more apparent and become clearly understood every day. In the end, we must educate boys and girls for needs of American society as is, and not according to purely theoretical requirements whose validity rests upon a state of society that existed a hundred years ago when education was an aristocratic interest.

Knowledge is most possessed by those who have least education, most "ignorant" have most wisdom and least learning, paradoxical as it seems.

Educated men bow to knowledge. Dozens of "college bred men", professors included, have gone to Acca, Asyria, to see Abdul Allah who is an illiterate, unbred man but possesses knowledge insights into man. Pilgrimages have followed. Educated men do him homage with lectures, etc.

Educated men bow to knowledge. All the world looks to inventions of Westinghouse, Marconi, Tesla, Edison, Wright Brothers, etc. None were educated. They pondered, studied, searched, thot, discovered, and developed; and the big world of education thanks each for his bit of knowledge.

Educated men bow to knowledge. Many are Harvard, Yale, medical men, professors included, and osteopaths — all educated come to the Home of Chiropractic to listen to those who are plain thinkers. Our illustrations are homely, crude, clear, simple, and without attempt at being scientific. They possess knowledge; it draws the best to them. Knowledge comes into its own later rather than sooner.

Only endowed institutions can afford knowledge form of teaching. Only those that are placed beyond necessity of being biased by registrar's reports can afford to employ according to character of that provocations they propose to deliver. Those institutions, endowed, can select men for what they know and what ability they have to draw out others.

There is one drawback to endowments — they may be given with educational strings attached which make promoter subject to educations of endowee. In such instances we would refuse EDUCATIONAL endowment to be used to end of educational teaching. Knowledge introduces many new ideas, ways, evolutions, and revolutions to be hampered. A theatre being endowed, if its use were unrestricted, finance does not bother box-office, actors would work FOR TRUTH ALONE.

Institutions depending upon good-will tuition cater to it by teaching what good will consents to; hence educated people must be educated or they will go where they can. THEY know what they want. That's what they propose to get — and get it they will, where they can.

Institutions of progress are mostly endowed, minus strings of education; if not it is strife all the time, dissensions and eruptions are common and regular because knowledge is conceded of less value than education.

Education is what another gives you which you haven't earned. Knowledge is what you earn by making it your own. For an institution to receive endowment without having earned it by giving to the world something its equivalent, would be to follow the educational plan of not giving value received. To earn an endowment is to work hard, have something of merit, stick to that issue exclusive of all else, deliver it to lay people constantly at least possible cost. Then, should an endowment ever come, we have earned it many times in years past. Friction of past opposition is sufficient to claim our reward — if such should come. We sharpen razors by grinding; we increase keenness of wits by strife and struggle.

Practically all teachers have confounded education with knowledge, as to leave little or no distinction between; whereas, they are different and have different origins. Knowledge is produced by our wants; education, by our wickedness. Former promotes happiness POSITIVELY, by uniting affections; latter, negatively, by restraining effects. One encourages originality, other creates distinctions. First is a patron, last a modifier.

Knowledge is a blessing, but education — even at its best — is a necessary evil; in its worst, an intolerable one — for when we suffer,

we are exposed to same miseries by education which we expect in a country without education. Only form changes — our calamity is heightened by reflecting that we furnish means by which we form crime and punishment. Here, then, is origin and rise of government, a mode rendered necessary by inability of impulses of conscience clear, uniform and irresistibly obeyed, to govern the world. Here, too, is the design and end of education, viz., freedom and security in educational progress. However our eyes may be dazzled with show, or ears deceived by sound, prejudice may warp our wills, or interest darken our understanding, the simple voice of Innate and reason will say it is fundamentally wrong. More simple anything is, less liable it is to be disordered and easier repaired when disorganized. Education complexes, knowledge simplifies.

Let us compare, at broader angles, knowledge adjustment vs. educated adjustment, for many students give much of one and little of other. Students desire to be EDUCATED to give adjustments. Rarely does one give an adjustment based on KNOWLEDGE.

- Our key: 1 is Innate Intelligence of patient
2 is Educated Intelligence of patient
3 is Educated Intelligence of Chiropractor
4 is Innate Intelligence of Chiropractor

1 and 4 are knowledges. 2 and 3 possess education. 2 has dyspepsia, that is an induction of education. 3 calls it "dyspepsia" because it is called that by books and doctors who have examined patient. We are not disputing that is not what it is, but that does not alter the fact it is called that NOW because others called it that THEN. Both may be right, according to trail, and both are unnecessary TO KNOW. 2 asks 3 for dopes—medicines are an induction of education. If 3 were an educated physician he would give them, whether asked for or not — purely the calf path of education.

All 2 knows of sickness is what education says it is, interprets, and compares with books. All 3 can do (if medical man) is to prescribe standards set by education. Chiropractor also does those things which he has been educationally taught and drilled to deliver.

If 2 knew all 1 knows about its conditions, it would cease to name them and would change other viewpoints. This is further true of the attitude of 3 towards 4 in Chiropractor. 2 thinks it knows what 1 needs, as does 3 think it knows what 4 needs. Both are mistaken as proven by years of failures, covered mistaken diagnoses, and wrong prescriptions. If system of prescriptions be right today — then all of yesterday was wrong. How much will we regard our present in 100 years?

1 knows ALL about its condition — which functions are involved, how much of each is present or shy, what is being done to obviate it, etc. 3 thinks it knows what 4 needs to deliver. Educated party, regardless of whether patient or Chiropractor, has been educationally taught that he was "It" with capital I. As for his inner self, that is a mysterious something called reflex action, SUB-conscious mind, sympathy ("by means unknown"), etc. While that is true — educationally — we further reflect that 2 acts only as it received from 1, and 3 delivers only as it receives from 4; therefore, apparent inferior becomes at once superior.

Instead of 2 and 3 trying to understand each other in their meagre educated way, they are taught to go from it. This fundamental is true in medicine, "law", and religion. Would it be a good plan to let Innate of patient (1) explain to educations of patient and Chiropractor (2 and 3), and further let Innate of Chiropractor (4) explain to educations of patient and Chiropractor (2 and 3); then we will know ability of 4, as 4 will understand needs of 1, where 1 and 4 could work unitedly.

Innate of patient knows what is needed. Innate of Chiropractor understands fully his ability. If educations understood as well, how much better results could be attained? Today, we educationally adjust what educations observe in another, and that is so small we could discount it entirely. If 1 and 4 understand each other, then the better will 1 do thru 2, and 4 do thru 3. We desire to see Innate of patient in direct control of education of patient; and Innate of Chiropractor in direct control of his actions. If that were true, Innate would direct adjustment to needs of Innate of patient. 1 must act thru 2, as does 3 thru 4. How much better, then, that 2 open itself to 1, and 3 flow freely to 4?

As 3 approaches 2, let 4 approach 1, then let 3 ask 4 what has been found out from 1. As 2 approaches 3, let 1 approach 4, then let 2 ask 1 what 1 has found from 4. To do this injects knowledge more and education less. A little knowledge, even as tho expressed by an infant, is of as practical value to a physician as is the massive education of a college professor who is sick.

If 4 could tell 3 how to do all it knew it could do, and 1 was to tell 2 all it needed to have done, and 2 and 3 worked in unity as 1 and 4 found necessary, what wonderful results could be accomplished! But that is not the process today. You face the indisputable fact that you HAVE life, go to a medical college and "science" denies it, "proves" it is impossible to have "life" according to its terms. You approach "law" and they harken to medical man for discussion on that subject and grant he knows without ques-

tioning. You listen to sermon on "life" by minister who, if he gets sick, disputes "life" theory by having pills and quinine pumped into him under pretext that that "is life abundant." Education has its full swing. Each of three learned professions work hand-in-hand, each for itself yet for each other.

3 and 3 — the educations — BELIEVE what is told them. 1 and 4 follow what they KNOW, if they could act. Educated Chiropractor who relies less on what 2 tells 3, and follows more dictates of 4, will deliver best, quickest, and most lasting results pleasing to Innate of patient and gratifying to himself. Educated patient who relies less on what 3 tells 2 and follows dictates of 1 will receive best results.

"Ye must be born again" .. literally a saying, scientifically a myth, philosophically a truth. Man need not be cast back into the melting pot of humanity, nor need he assume "a change of heart" paroxysmally or over night, but his perversions need rebuilding. His sublaxations need adjusting, then he will fulfill conditions of foregoing, for he cannot do otherwise than live outline suggested.

Assuming education is of little value except to have some one tell you what he thot or did, we could not compromise on this basis without admitting idea is in part wrong. Comparative examples could be brot forth but it is significant that 95 per cent of inventors are knowledge men — minus education. 95 per cent of men who set forth huge stable facts are of same character and minus supposed qualities. In "My Message Analyzed" you will find men who made worlds and tore them down; educations were of crudest, yet knowledge was superabundant. It is proven that people, educated or not, bow to knowledge, therefore compromise is impossible because that is true. Education is of NO value; knowledge only of value. Being a fact, why evade it because of false (educated) Gods?

Education deemed all sufficient is last analysis. In reality, education dilutes, thins knowledge, makes it less valuable. Knowledge is education boiled thru the brain pot and thickened by reason; hence knowledge is education eliminated and facts condensed.

Man was made and is governed, controlled, and regulated by God IF God CAN regulate man. Here's where knowledge enters and education departs. Education leads us from above assumption, including attitude towards the three great sciences. Church, hospital, and court house are meeting places of the educated Holy Trinity.

Knowledge says God is health, religion, law. We find God everywhere and more especially in living things and all things live.

Nearer we reach unhindered flow of God in human beings, closer are we in communion. Man of knowledge goes to God for mental impulses, for religion, not intermediate who is no better or closer than he. He goes to God, not to another like himself, for law.

Chasm is wide that exists between education and knowledge — education itself making it wider. Shade between knowledge and wisdom is invisible — they are one. Man of knowledge is wise, for former blends into latter; two former separate each from other.

"Wisdom — State or quality of being wise. POWER OF DISCERNING what is true or right; power of discerning what is conducive TO HIGHEST INTERESTS; discernment of the real characteristics and relations of conduct."
(Standard Dictionary)

"Wisdom — Quality of being wise; ability to judge soundly and deal sagaciously with facts, esp. as they relate to life and conduct; knowledge, with capacity to make due use of it; perception of the best ends and means; discernment and judgment; discretion."
(Webster's Dictionary)

The end of education is education. End of knowledge is wisdom. Gulf between education and knowledge is deep and long — its lines becoming greater the harder the ends of education are forced. No person gains knowledge while persisting in living in education. No family is so stale, hide-bound, superstitious, and myth-believing as they who live within the shell of present-day educational dogmas. Education is more sectarian than any creed. Creedism is education gone to seed, and tyranny usually follows. Wisdom is gained by him who forsakes knowledge, and knowledge wooed by him who forswears education. No man gains the top by insisting on staying at the bottom. Insist that education is the end and the end it is.

Scientists and teachers are educators, hence their work is more or less unreasonable altho accepted by moss-backed masses. He repeats what some philosopher stole from the storehouse of knowledge. Being educated, he garbles, hot-mushes thot, and dilutes it in repetition; hence every time he turns he loses its essence. He may be a thoroly educated man, but in that education is the admixture which dilutes and destroys — hence he, of all fellows, is condemned as the blight to progress. Hill of scientific educator or teacher is laborious but path of knowledge seeker is condemnatory. Student should remember this distinction when listening to two types; he should make allowances for established idea of one and searching for truth of other.

There is nothing inconsistent in Chiropractic with the above series of ideas, in philosophy, science, or art — a condition no other study of man can say or prove.

In all the writing that men do, three things are important:
First, they attract attention.

Second, they make meaning clear.

Third, they convince, interest, or instruct those to whom they write.

Imagine a picture — woman kneels upon the sand and monkeys, bewildered and puzzled, look at her. We are as yet not so very far from monkeys, with wrinkled foreheads and long arms.

We draw this word picture to call your attention that monkey, like man, is filled with wonder, surprise, curiosity, and IN-CREDULITY when he confronts that which IS NEW to him.

Even tho object presented may be natural, inevitable, product of growth, ignorant monkey or ignorant man will say, "That cannot be. It is unreal, unnatural; I don't believe it."

Monkeys look at woman with smooth skin, free from fur, long hair, white face, big eyes, smooth and straight forehead, power that shows in face and development of body, and say: "That cannot be." To them, it seems too much like a monkey to be unreal, and too much UNLIKE A MONKEY TO BE REAL. As woman stands among monkeys, so a NEW idea stands among human beings in general.

Many contemplate a new idea as a monkey contemplates a human being. Human being is ahead of monkey — altho according to scientists it is the descendant and direct result of monkey.

A new idea is ahead of human beings and bewilders them, altho it is result of energies and antecedents of human beings. Monkeys and men are frightened and offended by that which is strange — and they want it removed.

If you saw monkeys and could talk monkey language, you would say to them: "Poor little monkeys, why don't you recognize something better than yourselves when you see it? Why don't you talk to this lady, shake hands with her if she will let you, and find it is possible for two-legged beings to be infinitely above you and your conceptions? Cast aside your suspicions, doubts, and misgivings, call upon this lady and learn from her and those like her what wonderful progress is possible among two-legged animal tribes?"

We can tell monkeys how to behave when they see a human being for first time. But we are less ready when it comes to telling ourselves and other human beings how to behave IN PRESENCE OF A NEW IDEA OR A NEW TRUTH.

When Galileo announced that a round earth circled the sun, a great central globe of fire, humanity was horrified — as monkeys are horrified when they see woman. Those in power compelled

Galileo, on his knees, to deny truth — THE TRUTH HE HAD DISCOVERED.

In big and little things, men with monkey minds have denied, hated, and defeated what was new.

Columbus was put in jail by ignorance when he had returned from America, rendering greatest service to human kind.

Vanderbilt laughed at idea of an elevated railroad in New York, saying: "Americans are pretty big fools, but they will never be such fools as to ride on stilts."

The unknown frighten us. Often, the greater and more valuable the truth revealed, the greater the fright and hatred.

Men of genius have given to the world one great invention after another. Each as it came was denounced and hated. Steam locomotive was to put small "poor stage-coach drivers out of work and send men to the poor house." It gave work to tens of thousands more than had work before, and at higher wages.

The spinning jenny and every device for clothing human beings better and more cheaply met with hatred and suspicion. It was necessary to operate new machines in factories built like forts. Stupidity was frightened by the unknown that that machines would diminish amount of work. Instead, number of workers was multiplied by thousands — and again for better pay.

Even at this day, a new machine that saves labor is greeted with hatred and suspicion. Workmen who should know better, forget that every labor-saving device increases general wealth and benefits the world, oppose new idea and fight against unknown.

Sewing machine freed millions of women from slavery of needle in its most tiring form. Sewing machine gave clothing to millions that hadn't clothes before, lengthened lives and multiplied power of all mothers in the world. But it was hated and opposed because men and women that it would deprive women of a living — and first inventor of sewing machine was persuaded to break his model and abandon his idea.

Now, sewing machine run by electric power does most painful work for women; and where formerly they stitched slowly, with breaking backs and tired eyes, one stitch at a time, they now guide cloth below the flying needle and can make one thousand stitches where formerly they made one.

Not only in material world, but more especially in abstract world of ideas and speculation, unknown is feared, looked upon with suspicion by those who are called educated, looked upon with

hatred by ignorance. Those who call themselves educated look upon the mystery of knowledge and upon all effort to solve the mysterious with suspicion and contempt. Ignorant see in new ideas that which is hateful and dangerous. Nine-tenths of human beings live in a state of worry, anxious as to future, and more or less distressed in present. If any man suggests possibility of making prosperity and peace of mind universal, if anyone dares to say human beings — having already accomplished wonders — will do greater things and become a happy race, ignorant and educated alike denounce the suggestion.

The man who talks of a civilization that will be free from sickness, sex perversions and crime-sickness, is surrounded like the woman by a ring of monkeys full of contemptuous curiosity and hatred. Think what thots, fixed, confused, and dull, are probably passing thru the minds of those monkeys.

After you have thot of things monkeys probably say to themselves as **THEY LOOK UPON THE UNKNOWN**, make up your mind you will not act in presence of unknown, in presence of the **NEW IDEA**, as monkeys act when they see woman.

KEEP MIND OPEN TO ALL THAT IS NEW. GIVE EVERYTHING A HEARING. NEVER BELIEVE A THING IS FALSE OR BAD BECAUSE YOU HAVE NOT SEEN IT OR HEARD IT BEFORE. REMEMBER WHAT NAPOLEON SAID WHEN THEY PRAISED HIM FOR CROSSING THE ALPS IN WINTER: "I deserve no praise for crossing the Alps. But I do deserve praise for not believing the fools who said it could not be done."

Everything worth while we have today was unknown a few years or a few centuries ago — from wheelbarrow to flying machine.

The Story of SELLING YOURSELF

Delivered more than 5,000 times, from Portland, Maine, to Portland, Oregon; from Quebec to Vancouver; from border to border, coast to coast; in large cities as New York, Chicago, Los Angeles, San Francisco, down to villages in between; to breakfast clubs, noon civic clubs; evening dinner meetings — what was the difference? From groups of 50 in some village, to 15,000 at a State Fair; from one club to group-club meetings, including "Ladies' Nights" — sometimes as many as three a day in three different cities.

Yes, it was delivered in many foreign countries such as Japan, China, Siam, Italy, England, and what have you left over! (See THE STORY OF B. J. AS A PUBLIC SPEAKER, Vol. xxii, Palmer, 1949).

Compensation? Average club has a "speaker's fee" of \$25 if one can get it. Usually, we didn't. Travel by train, plane, or car, taking most of one day — if at home — what for? You tell us! Invitations were so many we frequently bunched them as to geography, and scheduled them per day or days, especially when away from home. Weeks would be spent up and down the West Coast from San Diego to Seattle — East Coast from Key West north morning, noon, and night.

How did these people know about this talk? Rotary would give it a boost in its publication; so would Kiwanis, Lions, Gyro, Soroptimist; Quota; High-Twelve; Masonic journals, Knights of Columbus, etc. Then letters would flock in. At one time B. J. was one of ten scheduled speakers on list of THE ASSOCIATED ADVERTISING CLUBS OF AMERICA. That, too, brot them in.

All kinds of Local, State, National, International organizations wanted it — and usually got it.

What was there in it for B. J.? He built a reputation as one of the "most famous speakers on the American platform". Thousands of letters framed and on the walls of The PSC Clinic Building attest to unlimited praise. What did it amount to? Gathering goat-feathers!

Today? B. J. has not given this talk for fifteen years. Stage has changed. His long hair is cut short. His "chest-protecting necktie" is no more. He rendered a real service in the field of salesmanship. He changed to writing a book on RADIO SALESMANSHIP. It is now a text in more than two hundred American, Canadian and Australian colleges and universities.

We are herein reprinting **SELLING YOURSELF** exactly as delivered in days of its hey-day and later printed as delivered. That fact must be remembered when reading. Principles it advocated thru those years are still sane, sound, sensible, and as applicable to people, place, and professions, now as then.

Fifth edition was printed in 1926 — 24 years ago (1950). Figures, dates, and such references must be remembered as of that date. With this exception, "we" have stepped out of our editorial "we" and talk in personal pronoun "I". To deliver this talk as of "we" to audiences direct, would have been misunderstood. So "we" have let "I" speak in this talk.

Following is an editorial by a Davenport newspaper, from a Davenport man, about a Davenport man.

Such rarely happens, where complimentary, except to the dead.

We repeat it here because it comes as a good "lead" to the type of man who speaks his life in his story, "Selling Yourself," which is but an analysis of all that this editorial, in part, refers to.

"The Astute B.J.

"One might wish that it had not been necessary for B. J. to couch his opening announcement of The Palmer School Lyceum in language intended to appeal to the purse rather than the heart. But if it were necessary that was no fault of his. He has done his part. He has gone more than half way. He has traveled nearly the whole path and all he asks is a hand of welcome at the end. Dr. Palmer asks for a courteous greeting for the thousands of chiropractors who will visit Davenport the week after next and for the 800 or more new students who will come to the institution, and for courteous treatment of the students who are already here, on the grounds that such courtesy pays, has paid those who have extended it and will pile up treasures of gratitude in the years to come. He is perfectly logical in his argument, knowing human nature as he does.

"Perhaps we are selfish beings. Most of us have a weakness for the best of a bargain. We entertain tender sentiments towards those who make life more comfortable for us.

"Dr. Palmer has asked little from the community in which he has built up his wonderful business institution. He has asked little and got it. All he is asking now is for courteous treatment for the thousands of students and their families who will participate in what is really a home-coming. These visitors will not be strangers in Davenport. Most of them spent eighteen months in the city

while attending the school. They are coming back for advanced short courses in their profession, to brush up on the new things which the science of Chiropractic has to offer and to renew old friendships and visit scenes of their school days. The very fact that the president of the institution has to appeal to the people of the city for courteous treatment to these visitors should make the folks here at home hesitate and consider the situation for a moment.

"Thousands, hundreds of thousands of people, believe in Chiropractic and it is to this community that they look for leadership in their work. They come here bringing \$6,000,000 per year. They spend their money here. They come back year after year and will continue to do so.

"During the business depression from which we are just emerging it was noticeable to visitors, especially traveling salesmen, that Davenport was suffering less than most cities from hard times. There was apparently more business here. They inquired as to the reason. Yet probably few people thought to give them one of the principal causes of the favorable condition. It was the stability given to business by the presence of The Palmer School of Chiropractic. The students for the most part had, before they came, sufficient funds to carry them through the whole eighteen months course. They would not have come had they not been sure that they could finish their course. True, most of them live economically. But most of the rest of us have been doing likewise for the past year.

"Here was a source of revenue unaffected by the period of business depression. This money that they spent found its way through the various avenues of trade. Nearly everyone received some benefit from it. If a million dollars worth of buildings were in progress, this would be pointed to with gratification as a big help to the city. Yet here is \$6,000,000 certain every year, dependable, growing. There is reason at least for some gratitude and a warm feeling for the people who make this possible.

"Now, what can we do for B. J. and his followers? Everyone can help some. The merchants can show their feeling by paying particular attention to the needs of the Chiropractors. They can decorate their stores. Room will be needed to house the visitors. The public can throw open their homes to them for the week, offer to house them. And everybody can be out with a smile of welcome. The city can show the older graduates, who were not always accorded the welcome with which they should have been greeted, that times have changed, and can give the new students a pleasant first impression of the place in which they will make their home for eighteen months.

"B. J. and his folks have it coming to them. They are not asking for money to help entertain them or to put on a program. They are merely asking for courtesy." — (Editorial, The Daily Times, Davenport, Iowa, August 12, 1921 — 29 years ago.)

Epitome — Minus Goat Feathers

1. It's the present which counts now.
2. Attract the eye to reach the mind.
3. Interrupt the regular with the irregular.
4. Inject action.
5. Cut down the time element.
6. Choose the hard way through.
7. Solicit the bumps.
8. Encourage pursuit. It's necessary to development.
9. Get away from yourself often.
10. Get the facts.
11. Beat the other fellow to your own.
12. Find your vision of service.
13. Sell yourself to yourself.
14. Sell your advantages, not your odds.
15. Quit kidding yourself.
16. Even the hen advertises.
17. Are you gathering goat-feathers?
18. Who pays for the advertising?
19. When your name becomes a symbol or an institution.
20. Printers' ink will bring the world to a wilderness.
21. Lack of printers' ink will break as well as make.
22. The establishment of an ultimate buying and selling principle.
23. The business basis of a cost and profit system.
24. Should a "profession" sell itself like a "business"?
25. Should a "profession" take all the traffic will bear?
26. Should TRUTH as to GET THE FACTS take precedence?
27. What will "they say"?
28. Humanizing business.
29. Large and small men, large and small business policies, large and small businesses, and why.
30. How one "professional" school was turned into a "business house" and "factory," and why.
31. How large can any man's business be?

32. Is what I say loose-language?
33. Proof of deeds accomplished.
34. Should there be a double standard for business and professions?
35. The "secret" of why and how leaks out.
36. Positive or negative!
37. The last word, which is but the beginning.
38. Selling yourself insurance.
39. The truth pays better.
40. How much has the "salesman" sold himself?
41. The best salesmanship is service to the buyer.
42. Like only begets like in vision of that service.
43. The more the salesman is sold to himself, the more he will sell others to sell himself.
44. Selling yourself your city.
45. How can a man who has not sold himself to himself sell himself to his city?
46. SELLING YOURSELF THE CHRIST IDEA.
47. Everything is evolving its methods. Why not religions?
48. Bad sold itself to itself. Why not good?
49. Was the "Christ Idea" EVER sold?
50. People buy what printers' ink sells.
51. Good, being good, will not automatically sell itself.
52. Modern businesses are built with modern methods.
53. The auto and movie have beat the church to the Sunday crowd.
54. The Christ idea the greatest sales idea in the world.
55. Good does not enter by driving out negatives.
56. The church does not sell itself to itself by blue laws.
- g7. Preachers need better selling arguments than loose language.
58. Will preachers become modern? How can they — they are preachers.

Foreword

This talk comes to you from a self-made man. It comes from one who has risen from the alley and the river front; who has fought every inch of the way; who knew no parental love; who has suffered too many step-mothers, who were all they are reputed to be to the children of another woman; who began his business career loaded with his father's unjust debts; who fought every personal, professional, financial, social and every kind of load. The time was when

the speaker could not borrow a dollar in his home town. A short time ago he had occasion to need a quarter of a million. The credit was extended. The time was when he could not join a social, secret or commercial organization in his home town.

Since May 1st, 1909, to February 1st, 1926, this man has travelled 470,000 miles. He has made two trips around the world.

During the winter of 1925-26 he delivered a series of " 'Round the World with B. J.," talks, twice a week, for many months, over Radio Station WOC, which he owns. His audience grew from 50,000 to over 4,500,000 nightly. "Nobody listens to over-the-air talks for more than ten to twenty minutes," yet he held them for an hour, and often one hour and fifteen minutes, nightly.

He received, directly, over 50,000 letters from those talks. At their request, his talks are now published in a book — " 'ROUND THE WORLD WITH B. J."

(To better appreciate all this, see the stories, "THE GLORY OF GOING ON," "THE MAN WHO MADE A LEADER OF HIS CROSS," "B. J. OF DAVENPORT," "THE LENGTHENED SHADOW OF A SINGLE MAN," etc.)

Today he belongs to every organization, except one, of which he has ever desired to become a member. He has more money than his democratic desires need. In his professional capacity, he has met socially as well, many of America's "biggest" business men. He has gone deep into why they are. All of this is mentioned here that you might know that whatever is said comes from the University of Hard Knocks, chiselled bit by bit, year after year. It's the hard-boiled truth handed to you in no equivocal language. It's told you in pungent, terse, perhaps uncalled for words, but what is said comes from one who speaks with knowledge. This is no bookworm who speaks, one who reads and then mockingly repeats, but one who has wrested success from Mother Nature and Father Time; who has climbed the ladder from below the bottom to somewhere up near the top. It is not a didactic exposition second-handed, nor does the college profession hand you much — here you get facts without mercy; language without looseness; truths that hurt.

In SELLING YOURSELF he has analyzed severely to know how it all came about. He feels the message of carrying it on to others who are struggling. If they can start where he is now, they will save fifteen years of experimenting and produce fifteen more years to their service.

If things are said, not to your liking, we hope you will make allowances as you read, bearing in mind that our speaker has been

battling the first twenty years for self and the last twenty for others, therefore, the seeming harshness in thought. — (Editor.)

"Selling Yourself"

Mr. Chairman — Women, and Those Who Run After Them:

- I SAY "women" because "ladies" have sold us the "ladies entrance" to saloons while "women" have sold the U. S. "woman" suffrage.

I believe in equal rights. Men don't need to tip their hats — unless women do. Men don't need to give up the places where they put their seats in street cars — unless women do. Men don't need to take their hats off in elevators — unless women do. Men can wear their hats in this hall — if women do.

It is customary to compliment the women in an audience. I never do. Why throw bouquets in a garden of roses?

Recently I addressed the Associated Advertising Clubs of Iowa in convention assembled. I was one of several speakers. The afternoon was hot, the program long and crowded and the speaker preceding me was a bore. The chairman, before introducing me, said: "Before I introduce the next speaker, there will be a short recess, giving you a chance to stretch your legs." Somebody in the audience said, "Who is the next speaker?" The chairman said, "I would rather you would stretch your legs before I tell you."

Your chairman has introduced me as "B. J. of Davenport. His subject is SELLING YOURSELF. We will now let him."

This is unusual, but he has done what I asked him to.

In the New York City Rotary Club were two of us speakers. The first was an engineer. It took the chairman ten minutes to tell all the things this man was. The chairman practically sold the speaker before the speaker had said a word. When the speaker spoke, he relied on what the chairman had said to put across his "message." It fell flat.

The chairman asked me who I was. I told him to introduce me as above requested today. He was loath to do so. I insisted. Who I was made no difference to those men. What my past might reveal was immaterial. It was WHAT I HAD TO SAY that would make or break the speaker.

He had thirty minutes and I had fifteen. He banked on his reputation. I banked on what I had to say. He put his past record forward. I banked on the present. His flowers were dead. Mine came blooming.

Let this be a lesson. It's what we do NOW that puts us across NOW. It isn't your past record that counts now. It's your ability to sell your ability to make a record that's material. SELLING YOURSELF is a close race of ability. An American, an Englishman and an Irishman were discussing close races. The American said the closest race he had seen was in Kentucky, where two horses were running neck to neck. The winning horse won by the length of a wart on the tip end of the nose. The Englishman said the closest race he had ever seen was of two yachts racing off of Bristol. The winning boat won by the thickness of a coat of paint on the bow of the boat. The Irishman said he knew of a closer race. When pressed he answered: "The Scotch."

Since dining with you this noon you have been sizing me up. You have looked at my haircut (or rather the lack of it), sized up my necktie, given me the twiceover and said to yourself, "Now we're in for a hell of a talk." And you are! Every business and profession here, with the exception of the barber, is going to be benefited by what I say.

Cut to the bone, there is but one thing that I have to sell to you today, yesterday to somebody back home, tomorrow to somebody away from home, and that is MYSELF. I have done it, I will do it, and I'm going to do so today.

You look at me and note that I stand out *apart* FROM the mob. In a crowd, on the street, people turn around and give me the second up-and-down, mostly up. I look over this crowd and you bald-heads merely act as decorative splotches IN the mob. Nobody turns around to give YOU the once-over. You are a part OF the mob. Anything the few do that the many do not do, is queer. Queer, isn't it?

The FIRST great point in salesmanship is TO INTERRUPT! To interrupt the mind of the buyer with what the mind of the seller wants to get in. To INTERRUPT the mind, interrupt the eye. Eighty-five per cent of the impressions which get to the mind, do so through the eye.

This hair-cut (or the absence of it) and this chest-protector necktie of mine are constant interruption of what you men think a man ought to look like. No one accuses me of NOT being talked about, or NOT being looked at.

It's that very INTERRUPTION which makes us move up, onward and forward, without which the world would stand still.

Score one in the art of SELLING YOURSELF. I have introduced an INTERRUPTION that gains second attention. The object of peculiar type, peculiar colors of ink, high places for billboards,

blinking lights, odd pictures in white space is to INTERRUPT the commonplace to make way for YOUR idea.

The haircut and necktie are my PERSONAL INTERRUPTION which gives me entree to SELLING MYSELF.

Now for some proofs of being sold.

Two women were passing by me, on the street. It wasn't WHAT she said, so much, as THE WAY she said it: "MY GOD!"

I was walking down the streets of St. Louis, and one man said to another: "There goes the House of David!"

In the Consolidated ticket offices, in Chicago, as I was leaving, one clerk said to another: "Pipe the House of David!" I overheard the remark, walked back and said: "I do not belong to the House of David, although I have visited there, but I know the president of your railroad very well!" He apologized.

On our way over to China, somebody asked me if I was a missionary. I told him "Yes." Every man is — or ought to be.

Going to San Diego, I went forward to again meet my friend, Mr. Gorman, president of the Rock Island Lines, who had his private car on ahead. Some kids hollered: "Hey, kids, pipe the Robinson Crusoe!"

I registered at a hotel in Washington, D. C. One clerk said to the other: "Whom have we here?" the other said: "Oh, that's B. J." Then said the other: "Oh, is THAT B. J.! He looks like a Jesuit priest." I have wondered ever since whether that was intended as a compliment and to which one of us.

A party of four of us were waiting for our home trip at the LaSalle Street Station in Chicago. A big, burly chap came up and mumbled some words which were unintelligible. "I beg your pardon," said I. He again said: "Russian"? Said I, "I come in that way and go out that way, but while I'm here I'm 100 per cent American!" He looked at me again, growled and started away. I called him back and said, "I accept your apology."

I was attending a dance recently when a young man came up and told me the young lady he was just dancing with wanted to know why I wore my hair long. Said I, "Let's go over and tell her." I approached her and said: "You want to know why I wear my hair long?" She answered, "Yes!" Then said I, "*That's why!*"

Passing through Chicago recently a party of four of us were going into the dining room of the Hotel LaSalle when we passed a party of four who were talking outside. I know quite well what the previous conversation had been, because I heard what was said as we went by. Said one to the others, "No, he's the Holy Ghost!"

Millions are spent to attract the eye to reach the mind, to interrupt the usual and change it to what that space was bought for. Thousands just like you pass down the street and nobody notices you. Let me go down, they pause, look back, talk and wonder "who the long-haired guy is."

I'm being sold.

Speaking in Massey Hall, Toronto, Canada, the other day, I stood in the lobby to see and be seen. I overheard one woman passing a remark about "the speaker tonight is a long-haired sissy." I turned around, gave her the once-over and to my surprise noticed that she had two kinds and two colors.

A short while ago I spoke in Edmonton, Alberta, Canada. In crossing the border I stated that my "business or occupation" was that of "lecturer." I retired. The next morning I was rudely awakened by the Immigration Officer, asking me, "Are you a Bolshevik?" "No," said I, "Chiropractor."

Buffalo Bill's show was in Denver some years ago. A dozen kids asked me if they couldn't carry water for the buffaloes.

The first great salesman was Samson. Yes, he of the long hair. It took *two columns* to sell himself. He was sold at once to 7,000 people, and, he brought down the house.

(Samson had long hair too.)

Robinson Crusoe knew how to SELL HIMSELF. Shipwrecked, he knew he had to advertise if he ever got a ship to get him off that island. He picked out the highest spot on the island, placed a contract with Cusack & Company for a billboard and painted on it in chinchilla red this: "WANTED, A SHIP." It took three years of patient working while waiting to get results. Many nibbles, few inquiries, finally a sale. His ship came in and he went out.

"Mary had a little lamb," but who would have known it if Mary hadn't advertised? One wag, who heard me tell the story above, writes me as follows:

"You say that Mary had a little lamb,
But I can't think she did,
For how could Mary have a *lamb*
When Mary was a *kid*?"

"Everything comes to him who hustles,"
But here is one that's slicker —
The man who goes after what he wants
Gets it a damned sight quicker.

"Everything comes to him who waits."

Everything comes to him WHO HUSTLES while he waits.

Boost and the world boosts with you,
Knock and you're on the shelf;
For the world gets sick of the one who kicks,
And wishes he'd kick himself.

The man who whispers to the few
About the things he can do,
Will never "cop" the big round dollars
Like he who peddles cards and hollers.

"Early to bed, early to rise,
Makes a man healthy, wealthy and wise."

That's lies!

I might be as lazy as a hobo, have subluxation in my spine
and never think a thunk; but if I go to bed at 7 GN and rise at
4 GM, I will be "healthy, wealthy and wise." The fact is —

Early to bed, early to rise,
WORK LIKE HELL AND ADVERTISE,
Makes a man healthy, wealthy and wise.

Emerson is credited with having said, "Build a better mousetrap
than your neighbor and even though you live in the midst of a
wilderness the world will beat a path to your door."

That's the bunk!

Can you imagine me living ten miles IN the woods, with all the
rest of the world living ten miles OUTSIDE of those woods doing
that?

Can you imagine a mousetrap factory being ten miles from
civilization? It might be the best mousetrap ever. It might catch
more mice and kill them quicker than any other made. All the
manufacturer needs do is to sit tight and the wholesale and retail
world will somehow, some way, break down his doors to buy them.

How does the world OUTSIDE the woods know you and your
mousetrap are INSIDE the woods? How do you figure they will
find out?

True, some day, some way, some person may be hunting for
skunks, accidentally stumble across you, hear you tell about the

mousetrap and buy one. He may tell somebody else and occasionally customers may drift your way.

Isn't this better?

Build a better mousetrap than your neighbor, **USE PRINTERS' INK AND TELL THE WORLD**, and even though you live in the midst of a wilderness they will beat a path to your door to get them.

Or this one:

Build a better mousetrap than your neighbor, **USE STATION WOC AND TELL THE WORLD**, and even though you live in the midst of a wilderness the world will beat a path to your door to get them.

NOW the world **OUTSIDE** knows what you have for them **IN-SIDE** the woods. You bring the millions **QUICKLY** to the woods for mousetraps.

Printers' Ink uses the pen, press and printed page.
Publicity possesses the password to power and prosperity.
Printers' Ink causes the public to pause, ponder and purchase.

Some men try advertising as the Indian tried feathers; he took one feather and slept on it all night; in the morning he remarked: "White man says feather heap soft; white man heap fool."

The first carefully prepared advertisement was the rainbow, announcing that the flood was over.

It was done up in colors.

The threatening storm, which looked like no business, was advertised with too much black ink clouds.

And, to this day, the strongest advertisements are done up in black ink and colors.

The four eyes of progress:

Analeyes
Energeyes
Systemateyes
Adverteyes

The average man or woman, professional or commercial life, fights shy of loads, troubles, frictions or things which are disquieting. He or she wants to take the easy way, the short cut, the smiling

route, would rather keep their hands clean than get them dirty, avoid those things which ruffle the day.

The path of LEAST resistance is what makes rivers and men CROOKED.

If there were an easy way, I would hit the line hard. If smooth sailing were before me, I would raise a squall. If money were coming easy, I would anticipate bankruptcy. If everybody smiles, there are breakers immediately ahead. The path of true love does not run smooth.

The path of HARDEST resistance is what makes rivers and men STRAIGHT.

Big business, big policies, big men get there by selling themselves the HARD way through. They go all the way and then back again.

The average man, or woman, assumes that life is one great, grand and glorious sunshine and smiles; that all that is in life that is worth while is the song and dance and all that is glad. He demands the optimistic in health and wealth.

The average man, or woman, knows that the world is based and builded on contrasts — that is, he knows it when told it; and he knows when he thinks. That same average man or woman needs to be told and shown.

The sun shines only by contrast with its shadows, the day has its night, the dance its degradation, the song its sorrow, the smile its tears, the heart-love its heartaches. Every painting is a question of white-color, its absence and all the shades between.

The average business man also must be sold and again shown that SUCCESS is a contrast to its failures; that walking is but a falling forward process; you fall, catch yourself, step forward to save yourself and then fall again — and thus do you move forward.

WELCOME THE BUMPS. Solicit kicks and criticisms. Anonymous letters are good levelers even though they come from cowards. For every upward step there's one coming back. For every success there's a sacrifice that paid for it.

"We welcome complaints, but our biggest effort is to remove the cause of them and thus not have them. But when they do come we move heaven and earth to satisfy them. Sometimes we lose money doing so. But what little we lose we charge to the creation of 'good will' and count it as invested for future profit." So says E. M. Statler, President of the Statler Hotels Company.

As all nature strikes its balance between hot and cold, day and night, male and female, growth and decay, black and white, so

does every success balance its failures. Every man who has succeeded has failed equally as much. For every smooth bit of road, he has traversed equally as many hard bumps. The skin of every self-made success is a mass of scars. He paid the price!

And, the higher that success goes, the more he NEEDS those bumps. And should bumps not come, he should go out and search for them. He needs the sacrifice to stabilize his ambitions. Success unfettered by sacrifice will ruin any man. As the wind fills the sail and moves the ship forward, so do we need the dead weight keel below to level the deck midway between. It's the deck that man treads. Man, mentally, rises with his successes. The air pockets bump him back to a safe and sane flying plane.

Men and women today hunt for pleasure. We should be just as eager to search for pain. We must SELL OURSELVES the unpleasant or pessimistic views also, because our success consists in our stabilization of thought and action. It takes both to properly balance the sale of ourselves to ourselves.

Creases in the pants are proper; but with those also must go the worry of creases in the brain. Work never kills — it's worry; but we need the worry to balance our conceit and egotism.

When "hard luck" comes our way, when worry piles itself, when bumps are multiplying, when air pockets surround you, welcome them; go out half way to greet them. They are the infinite stabilizers at work, and you are the thing being worked upon. Thank the salesman that has visited these blessings upon you. Sell yourself to more of them!

That young man who had money given him, who inherits a ready-made business, is in a soft snap — but it will ruin the boy. He who struggles for it all is enjoying every minute of the race.

The city that has everything paid for, is indeed very poor. That city which is heavily in debt is indeed very rich. Riches and poverty are best weighed by the struggles involved to get from under. That city which is strong in struggle is rich in exact ratio as the struggle comes forth.

I have told you that I have had to fight every inch of the way. I have fought against the odds. I have whipped a city of 50,000.

Every man's son of us is an untapped reservoir of endless possibilities. Lying deep in reserve are forces the powers of which are unknown. They lie dormant, passive, inactive. I have long since realized that the Great American Desert is not located in the West. It is to be found under the hat of the average American citizen. As a class we are not mentally alert or physically fit.

If others make it easy for us, those forces go with us through life dormant, passive and inactive. If others oppose us, if circumstances make life's path hard; if trials, troubles and tribulations come thick, fast and furious, that tests us; drags from below the reserve, develops our character, makes us real men worthy of our spurs, tries our steel and puts us in the front ranks of business. It makes the dormant dominant; the passive positive; the inactive forcible.

If today everything I have was paid for, I would purchase another block of property that I might have a load of debt to carry. It makes the path a hard one. I don't know my strength until I have the load. If I weaken, I should go down. If I grow stronger, then I deserve to live, because I have earned the right.

Thus are self-made men self-made from the inside outside.

My best friends are those who throw me upon myself. When competition is strong, when money is close, when business is depressed, when the war struck us — all these things tested the quality of every fibre in us. Many went down under the pressure, a few lived.

Man never knows what he can do until he is placed between the squeeze. When it's life or death, he'll come through with life. It comes from hidden sources he didn't know he had. I welcome the pressure upon business and so should you.

Smile and shake hands with any man who makes it hard for you, for he is your friend. Your competitor is your next nearest friend. Regard him highly.

We are told that once upon a time the world was covered with water. The waters receded and then began the evolution of life.

The largest fishes chased smaller fishes. The smaller fishes, to save their hides, had to swim faster; and while swimming faster they swam closer to shore, knowing the largest fishes could not get them.

The still smaller fishes chased the smallest fishes. And they, too, to save their hides got so close to shore that they had to crawl out on land. Nature provided them with four short, squatty little legs. Now we had an alligator.

The larger alligators began chasing the smaller alligators and they, to save their hides, had to grow longer legs to run faster. It wasn't long until we had a little horse.

One wild horse began to chase another, and the horse being chased, being placed under the squeeze, was compelled to figure

out a way to save his hide. It wasn't long until he began taking to trees. Then we had squirrels.

One squirrel began chasing another. The squirrel ahead, almost caught, being compelled to figure a way to save his hide began jumping from tree to tree. It wasn't long until we had flying squirrels.

One flying squirrel began chasing another. The flying squirrel ahead, almost caught, being compelled to figure out a way not to be caught, took to air. Now we had birds.

The evolution from the fishes of the sea to the fowl of the air was progress, brought about by pursuit. Some of you may say that some of my comparisons are SLIGHTLY farfetched. Maybe they are; but it illustrates that the natural progress of all growth comes from THE PURSUED ONE, NOT THE PURSUER.

Boats chasing each other on the high seas — the boat ahead to save its hide ducks and we soon have a submarine.

Two automobiles chasing each other on dry land — the auto ahead, to get away, sticks wings out on the side, takes the air and soon we have the aeroplane.

Pictures, one following the other in slow fashion, get a hunch that they need to speed up. Thus did the stereopticon chase the movie upon us.

Kites rise AGAINST the wind, not WITH it.

Airplanes never rise or lower WITH the winds. They rise and lower AGAINST the wind. And should they desire to rise and there BE NO wind, they turn a propeller and MAKE ONE.

If somebody is chasing, pressing, crowding or squeezing you, if business is slow and times are hard and money is slow, you can handle it in one of two ways — bury yourself or dig yourself out.

Evolve out of the present into the tomorrow. It's in you. Bring it out. I have been pursued all my life. I have fought in many courts in the land, many counties, states and provinces in North America. I have whipped Supreme Courts and taught Legislatures how to recognize me and mine. I have fought an army of 140,000 organized scientific men and made them eat out of my hand.

I have even been pursued to the extent of being tried for murder in the first degree. Pursued? Yes, sir, every inch of the way and all the way back, several times and over again. That very fact has driven me from being a fish to an animal, from animal to squirrel, from squirrel to bird. It has made me both duck and take to air. I have ducked and dodged until today I am on top of the pile. It was a glorious scramble.

And, after all that, what I am in business for now is just to see what in hell is going to happen today.

What puts the edge on the razor is the carborundum that is harder than the steel. Today I am searching diligently for carborundum, for there are times when my razor gets dull. I am looking with a fine-toothed comb for somebody who will pursue me, so eager am I to be chased, for in the chase comes the development of saving hide.

World War I was a pursuit. The Kaiser pursued our Uncle Samuel; the German Empire pursued our United States. They threw chaos in our midst and made us scramble to make it cosmos again. It cost us billions and burdens. We lost many things we held dear only to replace them with the results of being pursued, which will give to our present age many things that would never have come otherwise.

Death and its sorrow is a pursuit. Are you bellowing or smiling? Bankruptcy is a pursuit. Is the gun the end? Or is your failure a stepping-stone to a newer, greater and better business?

Any old fish can float down stream, but it takes a damned livelier one to swim up and save his hide, when being pursued.

My life has been crowded, jammed full of unsuccessful attempts to land the ideal in my net. I turned every defeat into a success. Every blow was a smile that cut. Every hurt set my determination that much firmer to accomplish the end. Every whipping lash set my jaw that much firmer, made me push back my horizon and reach upward a little higher. Today all those who whipped me beg for my favors. In pursuing ME THEY were weakening THEMSELVES and making ME stronger. They weakened, I grew strong.

To recognize this one big working principle in business is to turn your entire course from the rocks of discouragement to welcoming them, even going out and bidding for them from unknown sources.

The average business man has long since forgotten Rule No. 9, "Don't take yourself too damn seriously."

Thousands of business men have one fault in common. They are so close to their own thoughts, their own minds, their own selves, desk, office, friends, employes, clerks, detail, correspondence that *they suffer from the illusion of the near.*

They are with what they think, see and do so much at a time that they take it all too seriously and thus suffer from the nearness of themselves to themselves.

I now live in a town where I am sold to everybody. They call me "B.J." everywhere. I live in an immediate family of some 5,000, whom I bring to that city, who love me and I love them. These people appreciate what I do for them. They tell me and I listen to the plaudits of deeds well done. People come from far and near to thank me for what I have done, via some salesman. All of which makes me take my detail seriously. I suffer from it.

YOU need the vision of the far. I need it. I keep my grip packed and when I begin to take my reform work seriously, right then is when I book a few Rotary, Kiwanis and other club talks and hie myself away from my thoughts, ideas, work, students, school, friends, that I might *get myself away from myself*, that I may walk the streets of strange towns, see strange faces, listen to strange tongues, that I may get the proper perspective of myself.

At home I go down the streets and EVERYBODY knows me. Away from home I go down the streets and NOBODY knows me. At home everybody is used to my long hair. Away from home I sometimes wish I could cut it off. Strange faces, people and remarks bring me back to earth and reteach me my real work yet to be done.

Many people suffer with a constipation of thought and a diarrhoea of words. Many a man has the eyesight of a hawk and the vision of a clam.

Going away from home makes a man shut up and think. It also teaches him to overlook the hawky detail and gain a distant vision of himself, his service and his Big Job.

Every man owes it to himself, his people and his service to go away about every so often. The more detail he has, the oftener he should go. The more worries, the more he needs to go. The bigger his work the longer his vacation should be.

He should go to conventions, attend luncheons, go fishing or hunting, anywhere that he may get away from himself; that he may sit on the banks of the river and there see himself at his desk, with his people, on the job. It is surprising how foolish all of us look when we gaze at ourselves after we get away from ourselves and see ourselves as others see us. Bobby Burns was right!

Many a man realizes without analyzing. A certain clothing merchant of our city is noted for his ancestral business qualities. Business and money are his gods. Yet this same man told me but recently that he is now playing golf two afternoons a week. I inquired as to how he could get his mind into that state where he could make it pay. He tells me that the next morning he works three times as hard and accomplishes more than three times as

much work. He comes home tired, sleeps sound, wakes up refreshed and piles in solid. Playing golf, he realizes the vision of the far without the mental analysis that accomplishes the end. He stumbled upon the conclusion and even yet doesn't know. You and I can go into this with comprehension and intention.

I am told that John D. Rockefeller rarely went near oil fields; that Mr. Carnegie knew little about steel itself; that John H. Patterson spends months in Europe away from his huge plant to know better how to run it when at it; that James Gordon Bennett managed the New York Herald from Paris; that Mr. Pullitzer managed the New York World from afar; that Mr. Wanamaker spends and Marshall Field did spend four months out of the twelve in Europe for the express purpose of gaining vision; that a Boston department store manager is responsible for this statement: "I must study other businesses at least THREE MONTHS every year in order to manage my own business properly the OTHER NINE."

We should get away from ourselves, our office, our business to get the proper perspective on its service.

George Pullman had revolving in his mind an idea. But what right has a coal miner to think, to scheme? When he would tell his "friends" about his scheme of a rolling bed on wheels they would say the wheels were in his head, call it "Pullman's Folly" and pass on.

It was but another instance of what "they say" and the effect it might have had on him had he let their idle chatter affect him.

Said he: "There are many thousands of men and women who jump about from town to town. Now they scringe up in day-coaches, their grip is their pillow, the air is foul and what with orange smells and howling babies, the traveller arrives in the next town dull in mind and dead of body. If he can put himself into a nice, quiet, comfortable bed, crawl in between white sheets, breathe pure air and awaken the next morning fresh as a berry, mind alert and muscles rested, he will be glad to pay for this additional service to business."

He tried it out with two old cars on the Chicago and Alton. The result was the "Pullman." Today it is an institution in American life, as necessary as automobiles, street cars and electric lights. The name "Pullman" has ceased to be the name of a man, it is the name of a commercial service.

The idea was simple. The service was great. What "they" said

made no difference. For thinking he has been rewarded in millions. Service meets its reward.

One of the most important books in America today is **GETTING THE MOST OUT OF BUSINESS**, by E. St. Elmo Lewis. It is written by one of America's greatest salesmen.

This book closes with three of the greatest word bits of advice; and did this book say nothing else but that alone, it would have said a service worth while, viz: **GET THE FACTS**.

Many business men in America today fear to **FACE THE FACTS**! Many men are ashamed to do so! All have skeletons; how many hide them, bury them, cover them over, glass them in; and how many dig them out, turn on the sunlight, bring them to the surface, ruthlessly **GET THE FACTS** no matter what they are, and do what is necessary to set their house at rights?

"Below cost" sales? **GET THE FACTS**! "Fire sale" while rushing in fresh goods through the back door. **GET THE FACTS**! "Special sale to you today," with a 10 per cent mark-up the night before. **GET THE FACTS**!

To **GET THE FACTS** is to hurt to the quick, smart like fire, burn like acid, but every person needs it about himself; every business needs it badly. When business and business men can look every deal in the face and **GET THE FACTS** and be ashamed of nothing, then indeed we will have honest and intelligent transactions taking place between men.

L. E. Waterman (he of fountain pen fame) was at one time a buyer and seller of white space; an advertising agency. He was making millions for others for whom he bought the space and wrote the ads.

Said he once: "Why should I make fortunes for others? Why not for myself?"

One day he saw a blind man selling a penholder that carried the ink bottle inside. The idea of increased service (similar to Pullman) struck him forcibly. "How much better it is to carry inside the holder a bottle of ink and write with ink rather than pencil."

Why not sell these "fountain" pens? He bought space, wrote ads and extolled the superior advantages of the pen that carried its own ink. He reckoned without his host. The world had been "sold" to the Spencerian steel pen. You and I can easily remember back when every magazine had that script word written diagonally across the page, "Spencerian."

He persisted in the ultimate selling idea that the world would buy his idea if he would sell them that idea. He hammered away. Eventually orders began coming in. He then had to look up the blind man to see where HE bought them. They were made "by a man named Swan, over in Jersey." To find this "man named Swan over in Jersey" was the next step.

He bought a few gross, filled his orders, kept on advertising. He increased his space; increased his orders and was soon taking the entire output of this "man named Swan over in Jersey."

He bought still more space and soon had Swan enlarging his plant to take care of Waterman.

Here was a peculiar situation. The idea was Swan's; the patent was Swan's; the rights were Swan's but he forfeited his rights, because HE DIDN'T SELL THEM. Swan was a factory; Waterman was a salesman. He taught Swan a lesson.

How many of us are in the same situation? We have ideas, we make things and others sell them and reap the profits. Why can't WE see the service, have the courage to advertise, the stamina to carry through and win the successes, rewards? Why let others sell us to our own sales ideas?

Let it be said to the credit of Swan, having been beaten to his own idea in America, he wasn't going to let Waterman beat him TO THE REST OF THE WORLD. Swan went to Europe, began advertising the SWAN FOUNTAIN PEN and as a result Swan made the fortune over there.

Waterman taught Swan a lesson.

Are some of us going to learn that same lesson the same way here and now? Where is our vision?

The average person thinks of a "sale" in the terms of something *material* to pass from my ownership to yours, ownership because of a financial consideration which reaps a reward to me in so doing.

The average person thinks of a "sale" in the terms of something between myself as a salesman and yourself as a customer.

My construction of a "sale" is different.

A "sale" is something *material* which passes from myself to myself, because of an immaterial gain to myself, because of so doing. I am the manufacturer; the importer and exporter; the jobber and retailer; the clerk and customer; the merchant and the buyer. That which I must sell myself is all those things which are neces-

sary to convince myself that all that I am thinking, saying and doing are so, true, real, GET THE FACTS!

All the things that I think WILL convince others, are the things I MUST convince *myself* with; the arguments I SHALL use to SELL OTHERS I must FIRST SELL MYSELF.

Having sold YOURSELF to YOURSELF, selling something material to somebody else merely becomes an incident in the sale. Having sold the immaterial FACTS to yourself, you have convinced yourself, made true to yourself, made real to yourself, you have then reached the state of KNOWLEDGE where language rings true, you look men in the eye when you say it. Your words reach up to a self-comprehension of your salesmanship TO YOURSELF and your sale (to others) was nine-tenths made when you sold yourself to yourself, for men buy almost exclusively from men who have first sold themselves to themselves.

When any man has sold himself to himself, he is honest, sincere, true, real; his words are worthy of consideration. We like to buy of honest men, whose statements can be banked on and only men who have sold themselves to themselves can do that kind of thing in that sort of way.

The time was when "salesmen" thought they could go out "on the road" and believe one thing and say another. Their words were cracked; their eye was shifty and they got nowhere. That day is past. The commercial world is becoming honest and its men who have anything to sell the world MUST begin by being honest by selling THEMSELVES TO THEMSELVES.

The majority of salesmen, even today, are trying to sell something *material* to somebody else before they have sold themselves immaterially to themselves.

1st — I must sell myself to myself.

2nd — Having sold myself to myself, I must now sell myself to somebody else.

3rd — If YOU sell me to somebody else, because of the confidence you have in me after I have sold myself to myself, then you save ME the pleasure of doing the same thing.

I went into a department store in Milwaukee a short time ago to buy some suspenders, socks and handkerchiefs.

Some suspenders hung on a rack over the showcase. I was looking at them. Three clerks were selling each other their impressions of a dance of the night before. They were also trying to sell each other a chewing gum racing-match. Butting into the "sale" I asked if one of them cared to show me suspenders.

Said she, "Is there anything YOU want?" "No," said I, "I am here to roll a pcanut up the hill." She giggled.

The suspenders I was looking at were 98 cents. She gave me the once over. Said she, "I have some cheaper ones down here." I wonder if she correctly sized me up. She finally sold me a pair for 49 cents.

"Is there anything else you want?" I mentioned hose. She trailed me to another counter, another girl and said, "This man wants to buy something." I had mentioned hose.

There were some silk hose laying on the counter, box open; I looked at them. They were marked \$1.25. Without paying any attention to me the girl dived down and brought up some marked 59 cents, which I bought.

She then said, "There's NOTHING ELSE you want, is there?" to which I replied, "No, you have just said there is 'nothing else' I want."

Is that girl "selling herself?" She is selling eight hours of time, not even eight hours of service, much less goods. That girl wonders why she doesn't advance in position, salary, etc.

Today, salesmanship is best sold with service, smiles, attention, understanding, reading people, courtesy, alertness, suggestion of other articles, putting your best foot forward at all times — in brief, selling to everybody else those dominant superlative qualities which make for success, rather than those negative ones which are found dominant in failures.

How different it would have been had that girl given me attention, smiled, jollied me along, sold me one of those come-hither eye-to-eye womanly considerations which only women can give to a man. I might have bought out the whole darned store!

Many people are TELLING everybody else about what they are going to do — about great schemes which they elaborate to anyone who will listen. And, by the time they have repeated this story many times, it is a perfect plot for success in salesmanship. But, they'll never sell it. They spend all their time TELLING IT.

Then came the short story teller, who had told his plot so many times, to so many people, that he had it perfect. He told it to Edna Ferber, who said: "It would make a wonderful story, but it won't. You tell it so well that you won't write it. I can tell by the way you tell it that you've told it over and over again, polished it, dressed it down. You have put all your mental effort into TELLING IT and you're not going to have any left TO WRITE IT." TELLING IT DOESN'T SELL IT.

Ever travel in the smoker of a Pullman? Lots of men there TELLING plenty of other men how to run the country. Ever hear TELL about the cat and rat farm? The bullfrog pond? The rabbit farm? They're always TELLING IT.

Ask any executive if he knows of a man who's always TELLING IT, never selling, and they'll pick them out by the thousands. Ask that same man if he knows of any who SELLS, and seldom TELLS — and he has one or two. Dreamers are essential. Doers are necessary.

I have gotten so that when men come to TELL ME of some amazing thing, I say to them: STOP TELLING IT, SELL IT!

My connection with the school brings me in contact with some 5,000 people more or less, all the time. I know many of their domestic trials, troubles and tribulations. I am on the road and have been mixed up considerably with courts and hear many domestic divorces being aired. There is much to be said about mothers-in-law, sex involvements, etc., but about 75 per cent of the divorces could be avoided, in my opinion, if the husbands and wives knew best how to SELL THEMSELVES to each other.

A happy home is no different than a happy store, office or factory. College spirit, factory cooperation, office harmony or family-fireside-love are all one; each person connected therewith must sell to all others therein *the best qualities* that produce that quality.

Just as we demand that the clerk sell a smile over the counter, the stenographer must write a smile in her letter, the telephone operator must use the voice with a smile in it, the sales-manager must iron out difficulties, as "the customer is always right" with Marshall Field, the Statler-Service in hotels, so have we a right to expect the husband to be that kind of a clerk to his wife the customer, so have we a right to expect the wife to smile-words as the manufacturer to her husband the jobber who comes to buy.

The husband must studiously develop himself to sell the best in him to his wife; the wife must studiously develop herself to sell her best to him. Each must sell himself to himself, the best in himself, that he might more properly job himself out to the best customer in the world, viz., the one who is buying from him every week, night and day.

Let me draw a comparative picture of two kinds of home-sales-manship:

The husband has had a trying day of it, all day, at the office. He comes home at night on the ragged edge, weary, worn, tired and

ready to bite nails. The wife does not meet him. When he comes she jumps all over him for coming home late, dragging in mud, forgetting to get the meat, for throwing down his hat and coat. She jaws and chews the rag. She sells him scowls, hard words and hate.

The wife has had a trying day all day, at home. The cake fell, the soot fell all over the washing, the son scratched his face in a fall, another son got beat up in a fight, the girl got low marks in her studies, the rent is to be raised and the neighbors' chickens got into her garden.

When the husband comes home that night he begins to lay before her all his petty and irritating things of his day. He jumps all over her, because the supper isn't immediately ready, because she didn't do this or that. He jaws and chews the rag. He sells her scowls, harsh words and hate.

The husband is a salesman to his wife, he is a customer of his wife. The wife is a salesman to her husband, she is a customer of his. Each has something to sell to the other, something to buy from the other. The license they secured was a permit to do business with each other, to buy and sell certain qualities that each had to sell to the other. The investment is beyond price, the profit depends upon what is sold and how much of it.

The stock in trade is smiles, kind words, pettings, love, loving children, a home (not a house), endearing terms, love-pats, mutual sacrifices and successes, the ups-and-downs that both take together.

If the wife doesn't sell the husband love at home, somebody else's wife will at HER home. If the wife doesn't sell the husband comfort and rest at home, the pool hall down town will.

If the wife, at home, won't sell him her arms, her kisses, her caresses, somebody else's wife will. Morality is very largely a question of hate AT home or salesmanship AWAY FROM home. If the wife tries to sell a bloodless-fish-love at home you can bank on it that the buyer will soon find a female clerk that will sell him a red-hot immoral love and throw in meanderings for good measure.

If the husband doesn't sell the wife love at home, somebody else's husband will while the husband is at his office. If the husband doesn't sell his wife the little trifling attentions she has a right to at home, perhaps the bridge parties, dance halls and other men will.

If the husband, at home, won't sell her his arms, kisses and caresses, somebody else's husband will. Being true to one's husband is largely a question of a contented and satisfied head, heart and hand. If he isn't contented and satisfied by being sold at home, he will buy and sell in some other market.

Each of the married state is a seller of certain things, a buyer of certain things. Man is a born trader. If certain persons refuse to barter their goods, then he finds others who will. Usually foreign sales are swindles and cheats, but he would rather take the chance than make no sales of any kind to any person.

Go with me to a divorce court. Listen to the tales that are poured into the ears of Ye Judge. Poor salesmanship! Salesmanship that no office, shop, factory or store in America would tolerate for one moment, yet here are "salespeople" trying to build a life's business with a million profit on the impossible.

Those same male and female people who sell the rotten salesmanship to each other in private life at home, will hop on the train, go to town, to their office, shop or factory and sell others in public life the very opposite.

Why?

If they dared to sell in public what they try to sell in private they would be fired. Yet they go to court, eventually, and ask the court to fire such a private wife clerk from any longer selling themselves.

When that man, or that woman, will regard himself or herself as a merchant and a customer at home; that his or her private life must be sold to the other party in the transaction with that satisfaction that is demanded in commercial life, where the best qualities must be front and the worst of them rear, then we will begin to develop and grow and our home business will reincorporate, capital investment multiply, the profit mount skyward and such sales will be satisfactory.

SELLING YOURSELF for profits, consists in putting forth the most of the time those things which bring the best, biggest and busiest returns. SELLING YOURSELF, at a loss, consists in putting forth the most of the time those things which bring the worst, least and slowest returns.

Not all of us are blest with all the profitable qualities. To some, some of them are natural. To some, some of them can be developed. But, to all of us are given the opportunities to sell the most of what we have and to unsell the least of what others need least out of us.

I am thinking of a certain Private Secretary to a high-up railroad official. She started in as a stenographer; she became the "right-hand man" of the President of that road.

Tall and thin as a beanpole. Clothes fit her as well as draperies would a fishing rod. Her face is actually ugly. When she laughs

you think you're looking into the opening of Mammoth Cave. Her teeth are misplaced and misshapen. She walks awkwardly. Her hands are like bear-paws. Yet, with these odds against her she became Private Secretary to the President of one of America's largest railroad organizations. How does she do it? I asked this President that question. He admitted the faults I have enumerated. Yet, with great respect, he told me this lady had two redeeming qualities which SHE SOLD with 1000 per cent valuation to him, viz., brains with ability and interest in the job.

It would have been hard for this young lady to have SOLD HERSELF as a model, as a specimen of beauty, to advertise a dentist or to demonstrate shoes — but she COULD sell the two things left.

Fighting the odds, she took advantage of two things in demand. She sold THEM.

She was an Elgin works in an Ingersoll case.

All of us are fighting odds. I have them, you have them, everybody has them. Some of us have natural advantages, latent talents, untitled and undeveloped circumstances, which if sold, will overcome ALL the odds.

Men and women pass through four degrees of development.

The boy-kid; the young-kid; the business-kid; and the conservative-kid.

The boy-kid is that period of our lives when we like to meet our girl friend, carry her books home from school and bet her "one thousand million dollars" that we can lick any kid in school she wants us to.

The young-man-kid is that period when the single boy takes his girl to a dance, tells her all the big men he knows, the wonders he put across in the office that day, the money he makes and how lavishly he can spend it on her.

The young-girl-kid age also includes the girl who paints her cheeks, rouges her lips, buys somebody else's hair and puts it on her head, puts on corsets and draws the string to make herself look like a feather bed tied in the middle to make him think her form most seductive, tells about the wonderful bread and cakes she can bake.

The business-kid is that fellow who likes to gather at the club, swing his feet up on the table, smoke his cigarette and boast of the big things he has (not) done in business, how he made them all sit up and take notice; draws fanciful creations of the things

he put across, always in some other town. He's the chap who makes your eyes pop out of their sockets. He's a wonderful story-teller.

Then there's the conservative-kid. He's past middle age but he's as young as any kid born; whose hair is gray but dyes it black; whose standing up qualities are not what they used to be, but nevertheless chides others on falling short, *ad infinitum ad nauseum*.

When you, boy, young man, business man or retired man think you are kidding somebody else, you've got another guess coming. When you, miss, young lady, business woman or retired woman, think you're slipping that stuff across and getting it into the blinded mind of man, you've got another guess coming.

The boy and the girl, the young man or woman, the business man or woman, or the retired people, all have a mind of their own and see through all this "kidding stuff." Each has "kidded" everybody else just enough to recognize a "kid" at a glance. They have also lied enough to know that the truth pays.

With all this "kidding" business there's still ONE FELLOW you haven't kidded and that's the fellow WHO WALKS AROUND UNDER YOUR HAT.

It's no "kid" when I say to you, cut your kidding!

Only the mints can make money without advertising!

Only the hen can earn money by LAYING AROUND!

A hen is the only critter that can sit still and produce dividends.

Ninety-nine and nine-tenths of all the eggs in the world are HEN'S eggs. Why? The hen lays an egg, then proceeds to tell the world about it. Having been advertised, then man wants an egg and thinks of "hen's eggs." It pays to advertise!

For fear that the world might forget tomorrow what the hen delivered, advertised and sold yesterday, the hen's husband gets up bright and early, beats all other fowls to it, crows at daybreak about what his HEN HAREM is going to do THAT DAY.

So between the rooster advertising at sunup and the hen advertising as soon as she has laid the egg, only HEN'S eggs are in demand.

What about duck eggs? What about the duck? Hunts the tall grass, lays the egg where it's hidden, shakes her tail feathers, walks off and leaves it up to you to find the egg in the wilderness.

The duck and the drake are not advertisers, and if they do say anything it's "Quack! Quack!" and nobody likes a knocker.

There's a Reason; His Master's Voice; Ask the Man Who Owns One; Eventually, Why Not Now; The Watch That Made the Dollar Famous; Have You a Little Fairy in Your Home; Not the Name of a Thing But the Mark of a Service; One of the 57; Has the Strength of Gibraltar; It Floats; Hasn't Scratched Yet; One Policy, One System, Universal Service; I's in Town, Honey; Hammer the Hammer; A Sensible Cigarette; Your Nose Knows; All the Taste, None of the Waste; No Metal Can Touch You, etc.

Do you recognize these? Perhaps you have never consciously analyzed them. We jotted them down as they came to mind without semblance of order. They are a tribute to persistence.

Most of us cannot ascribe to what particular advertisement, what special influence first caused us to buy an advertised product of general consumption. They grow into us by the repeated, steady suggestions of their merit and goodness; and quietly, yet insistently, is the result accomplished in us so that we may be aware of the force which impelled us. We are not necessarily conscious of acting in response to the appeal of an advertisement. But, we do it just the same.

The next time you go down on the farm tell them to give you duck eggs. Unless you're a veritable connoisseur you will hardly be able to distinguish their taste from those of chicken. Why doesn't the world eat duck eggs?

Persistent advertising—for no sooner has friend hen brought into the world one of those delectable white-and-gold tidbits than all of said world within reach of the hen's advertising capacity is duly appraised of her feat.

Can you beat it? The hen cackles and the world's mouth waters—what with eggs, benedictine, au gratin, poached, deviled, fried, broiled, shirred, and scrambled; ham-and-eggs, egg souffle, omelet, nogg and shake! There's no end to the weird and refreshing concoctions that man has invented in response to the steady, consistent, world-wide advertising of her ware by the lowly Galliaaceae Gallina.

So let's have an egg malted milk, and lift our glasses in tribute to the little barnyard fowl that adorns the standards of a world power, as the best advertiser the world has ever seen. What a pity chiropractors can't reach the high standards of hens.

Review ads. Which ones have something to say, say it in that manner that *it* gets home to your mind and sticks until YOU need IT and YOU buy It? If it does not accomplish THAT end, then sooner than later, all the effort, time, labor, money, space and ink used are goat feathers.

Know "goat feathers?" A goat feather is a non-essential.

Most advertisers are gathering white-space, black-ink goat feathers. They gather nothing but financial goat feathers. The majority of failure advertisers gather tons of goat feathers.

How often we have heard: "Bitter taste IN THE MOUTH." Where else can you have it? "— in the mouth —" is a goat feather of language and words.

Quit gathering goat feathers — concentrate — land!

Advertising increases demand.

Increased demand increases production.

Increased production means increased service.

Increased service means reduced cost.

Reduced cost means increased demands.

Thus it accumulates as it rolls.

Who pays for this advertising?

Twenty years ago the makers of a watch produced a large machine-made article priced at \$1.50. The first year, without advertising, they sold 12,000. Next year with some advertising, 87,000 were sold. Then increasing the factory and the distribution by having created and stabilized a market, they reduced the size of the watch, the price to \$1.00, and by advertising sold 485,000 the third year.

The makers of a famous camera, when they began advertising over thirty years ago, made one camera which took 2½-inch pictures and which sold at \$25.00. In 1917 (at the time of the violent rise in cost of materials) they made a far better camera which sold at \$10.00.

When the manufacturer of a well-known breakfast food began advertising, his goods sold at 15c a package. In 1917 (the fatal period again) his package was 50 per cent larger and sold for 10c.

In 1908 a magneto sold for \$150.00. Ten years later a much better magneto used for the same purpose was sold at \$81.00.

An internationally known maker of chewing gum advertises today: "5c before the war, 5c during the war and 5c now."

These are not exceptional cases — just illustrative of how the consumer pays for advertising by lowering the production and selling costs, and improving the quality.

Here is a classic example compiled a few years ago by J. G. Frederick:

When Hart, Schaffner and Marx began to advertise, they were doing a business of \$1,500,000.00 annually. Ten years later this had increased to \$15,000,000.00. A comparison of four ready-to-wear men's clothing manufacturers was made at the time Hart, Schaffner and Marx reached the fifteen million mark, between selling costs and expenditures for magazine advertising:

Hart, Schaffner & Marx —

Magazine Advertising \$85,000 — Sales cost 2 to 3%

B. Kuppenheimer & Co. —

Magazine Advertising 49,000 — Sales cost 4%

Samuel W. Peck & Co. —

Magazine Advertising 29,000 — Sales cost 6%

Alfred Benjamin —

Magazine Advertising 24,000 — Sales cost 7%

Who pays for the advertising? The customer! By getting a better article at a lower price.

When you think of Flour — Gold Medal.

Garters — Boston.

Soap — Ivory.

Circus — Ringling Brothers.

Elephant — Jumbo.

Midgets — Tom Thumb.

Fountain Pens — Waterman's.

Chewing Gum — Wrigley's.

Records — "His Master's Voice."

Gasoline — Standard Oil Company.

A name often becomes a symbol, sometimes actually an institution. Note some of the above. "Standard" is a word, yet it is an institution.

All the character, the value and worth; all the qualities of the object are associated in the name. A name carries with it the good-will and reputation of the thing that it expresses has created. A good name is a priceless jewel.

Think of Victrola, celluloid, fabrikoid, aspirin, kodak, vaseline, beaver-board, and you are thinking not in terms of common nouns, but in terms of proper names! Chiropractic is one of them. Advertising did it.

If you were told that Erich Weiss from Appleton, Wisconsin, was in your office and wanted to see you to give you an example of his skill as a magician, what would you do?

Suppose you did go out and see what Weiss wanted to show you

and found yourself captured by his uncanny skill, would the people to whom you talked about your experience be much interested?

But, if your stenographer came in and said that "Houdini is out here and wants to show you something," what would happen? In an instant the name of Houdini would be flying about and in a jiffy a crowd would collect to gape open-mouthed at the exhibition.

Why this difference? Erich Weiss is my good personal friend Houdini. Houdini is Erich Weiss. Therefore, the man named Erich Weiss is just as great a magician as the man named Houdini.

Yet there is a difference. And that difference is created by advertising. The name Houdini has been advertised all over the world. Substitute the name of Erich Weiss for that of Houdini and the crowd would pay little attention, while the name of Houdini commands instant attention.

Advertising did it.

While addressing the Rotary Club at Kewanee, Illinois, I said to Mr. Baker (President of the Rotary Club as well as President of the Kewanee Boiler Company), "Why don't you move your factory to New York, Chicago, or London?" Said he, "Printers' ink has brought Chicago, New York and London to Kewanee."

And, speaking of names becoming "institutions," can you find any better than "Kewanee?" "Have you a 'Kewanee' in your home?"

Printers' ink brought the world to Kewanee for boilers; the world to one Rochester for kodaks; the world to another Rochester for surgery; the world to Minneapolis for "Eventually — Why Not Now?"; the world to Davenport for Chiropractic.

Printers' ink will bring the world to YOU, for YOUR goods no matter WHO you are or WHAT you have to sell.

And just as printers' ink will make, it also can break. Let me cite some examples:

Ever hear of St. Jacob's Oil? Not so many years ago, as time goes, it was a nationally known proprietary. It was the biggest selling product in a day when national advertising of a commodity was the exception. St. Jacob's oil was advertised well. And by advertising was the business built.

Then Charles Vogler died. His widow called in a banker to straighten out affairs. Patiently, microscopically, he toiled through the books; noting with increasing outrage the tremendous sums spent for advertising. Such extravagance, such fool-hardiness would never do. His tangible-asset mind could not see the ten-for-one.

The widow had faith in her husband, for she had seen millions

of bottles shipped to uncounted buyers; but the sums spent for space were awful and a banker is an all-wise (and sometimes TOO-wise) business man.

When the contracts ran out they were not renewed. St. Jacob's Oil, which was known to every man, woman and child in America through the enormous force of advertising, began to quietly efface itself from public view. Within a year the advertising practically ceased. "Let it live on its momentum," said the banker.

Complaints began to reach headquarters. St. Jacob's Oil was not selling. Why continue the story? It is only with an effort that old-timers recall the product. St. Jacob's Oil is no more.

The time was when every barn was painted with that black and yellow "Hood's Sarsaparilla." Where is it now? Ask for it at the drug store. Same story!

Take one more case, more recent. Pyle's Pearline. A splendid product with a splendid distribution. It was advertised persistently and constantly since 1877; and in 1904 the appropriation reached half a million. Pearline was well and favorably known. Then in 1907 the last of the Pyle family died. The estate felt that Pearline was so well known that it needed little further advertising. The Proctor & Gamble Company bought the business in 1914 to save it from actual bankruptcy.

The public must be constantly reminded. A year of silence will undo the work of five years of advertising. Even during the late war, with many of our factories taken over by the Government and actually making parts for munitions of war, they kept on advertising the thing they used to make, were not making now, but expected to again make after the war was over — just to keep that article in the public mind that they might not have to take up slack memory after the war was over.

In the game of "selling yourself" there come trying situations. It is well then to remember:

Keep your feet warm and your head cool is a pretty good rule.

"Hot heads," I have noticed go with "cold feet." He who loses his temper is a bluffer and when "called" is a quitter.

Selling yourself, whether successful or not, is a question of *the ultimate buying and ultimate selling principles*. It's the objective and your views of what that objective is.

Let me recite two examples: Pullman could have built sleeping cars to the ultimate selling principle of making money, getting rich.

But did he? Baker might have had the ultimate selling principle of building boilers to make money. But did he? Waterman might have sold fountain pens on the ultimate selling principle of making money. But did he? The instances of BIG business could be cited endlessly. Pullman saw the greater ultimate buying principle of injecting rest into a night's travel and properly preparing the traveling business man for business next day. Baker saw the greater ultimate buying principle of getting more heat units out of less coal by burning as much of the 85 per cent wasted smoke as he could, thus saving humanity money, railroads haulage, etc. Waterman saw the greater ultimate buying principle of carrying around your ink bottle in the penholder, signing all documents with ink rather than lead pencil, having pen and ink handy at all times and places.

That which IS the "ultimate buying motive" of the customer IS the "ultimate selling motive" of the merchant. The one objective of the chiropractor is HEALTH, because that is what the patient wants. Therefore, the chiropractor should direct ALL his attention in argument, facts, advertising, talks, etc., to the ultimate selling and ultimate buying motives of HEALTH.

The one only objective of the medical profession is EDUCATION. That is his ultimate selling and buying motive. Whether you are able to use any of it, whether or not it gets anybody well — that is all beside the question. His entire thought, argument, talks, papers, association meets are directed to "How many years schooling, how many books have you gone through, how many subjects do you know, how great is your vocabulary, can you correctly discuss roots of Latin and Greek" — those are HIS ultimate selling motives, therefore he now aims to force them to be the PUBLIC'S buying motives whether or not that is THEIR ultimate buying motive.

There are many people in this buying and selling transaction. The public who are SICK and the physician who is EDUCATED. The "sick" want "health." The doctor wants them to have "education." The ultimate buying motive of the sick is *health*. This the physician has NOT for sale; but he HAS education, so he substitutes "education" for "health." It happens that the public cannot use "education" when given in pills, pellets, powders or potions, injections or hypodermics. He may buy "education" but he refuses to have it forced physically. The physician, not having what the public wants, proceeds to the legislature, draws up drastic legislation and forces them to take "education" in lieu of "health." That such an "ultimate buying and selling motive," principle or procedure cannot permanently succeed is evident to even a superficial reasoner.

I introduce it here to show that the chiropractor's selling principle must be mentally, physically and practically in direct line with the buying principle of the public. Even though the public wanted to "buy" health, if he couldn't "sell" it, then it would matter little how sincere he might be in DESIRING to do because sales are made on DELIVERIES, not on desires. Medicine has rested all its laurels on the ultimate selling principle of PROFESSING to "sell" EDUCATION. That they have failed is obvious. The chiropractor not only must study that method that IS "Health," but he must think it, be it, have it, be able to DELIVER it, sell himself on it and then he will have met the great principle of demand and supply, cause and effect, and his success is assured, because his mind and the public mind will be one in desire and delivery.

Anything that better buys and sells "health" should be the constant issue in thinking, talking and doing. White space, with black ink, should have that as its central theme; it should be the opening and closing of every sale made. That is why testimonials have such a salient effect; they offer the proof of "health" to the mind of him who is "sick."

While on this subject, there comes another peculiar angle to this art of SELLING YOURSELVES to him who is sick and wants "health."

Many mar their opportunity to sell themselves by being too selfish to realize THEY do not need the patient nearly as much as THE PATIENT needs them. They leave impression that they want the PATIENT instead of planting the idea in the patient's mind that the patient needs CHIROPRACTIC to get well.

The medical man is trying to force "education" upon the public. They don't need that. YOU, and you alone, hold what the patient demands. You can live without him, but he cannot live without you.

What is the lesson then to be learned? If YOU make it appear that YOU are eager to have HIM for a patient, YOU allow your selfish interest to become uppermost. HE comes to YOU wanting CHIROPRACTIC; he even wants it so much that he is willing to pay for it, and yet the Chiropractor tries to sell him what the Chiropractor wants to get away from his patient rather than giving the patient what he came to the Chiropractor to get.

Inversing the arrangement, the Chiropractor's ultimate selling objective is the money of the patient. The patient's ultimate buying objective is the health he thinks the Chiropractor can give him. This selling and buying arrangement is as bad between Chiropractor and patient as was "education" and "health" between physician and the sick "public."

Somebody has said there could not be a "Methodist algebra, Presbyterian mathematics, Christian Science pathology, a Chiropractic physiology," etc. I am not certain about that.

The Holy Bible is ONE book, not many. It is THE SAME book no matter who reads. Yet, notwithstanding there is but ONE BOOK, there are MANY DENOMINATIONS based upon *the different interpretations* of so many men, so many kinds, so many opinions.

The genus homo is ONE man, not many. He is THE SAME all through the generations no matter when or who looks at him, cuts him up, rips him down or goes into or through him. Yet, notwithstanding there is but ONE MAN, there are MANY INTERPRETATIONS based upon the many men, many minds and many opinions. The last word was not said ten centuries ago, or yesterday, neither is the last word said now nor will it be in ten centuries.

So long as man is "finite" in his reasoning and he is the product of an "infinite" producer, just that long will man always fall far short of knowing that last word. When man's reasoning powers become "infinite" then man will be GOD and God will be man's education and THEN there will be no distinction between, and THEN only will the last word be said.

All of this acts as a preface to the thought that "Chiropractic" is a 20th century interpretation of man. It is as one group of people see fit to "finitely" interpret the "infinite" in and of man as THEY see him.

Having so interpreted him, we assume the selfish by presuming that such interpretation is a personal possession belonging exclusively, seclusively and all inclusively to US and no others must know, use or possess except as they have bought from us at a profit to us for giving it to him.

The object interpreted — man — is a common one to all, for all. Any others can see him as I see him IF they do. I have no fence around any one angle of vision. The same mind I interpret with, all others have in common. So, how I reason and what I reason upon is common rights territory.

Chiropractic is "my" article to sell the world. The ultimate selling principle, so far as I am concerned, is to get the sick well, at the cheapest possible cost, in the quickest possible time that the inefficiency of the world may be materially decreased, that the value of man to himself will increase, that his value to society will somewhere near reach that station that he rightfully belongs as a unit to the world's store of working machines.

This "article" is but an "idea," a "view" of life, an "interpretation" of man, how we see him, what we see in him that is wrong, how to fix that wrong and then a method of fixing that which is wrong.

This "idea" is not clothed with a long, dead code of ethics, viz.: "Thou shalt not advertise and pay for it."

Referring back again: Medicine is based upon the "professing" ultimate selling principle of trying to *make* people take "education" in lieu of "health" which they need, want, and demand. Failure to have in stock, to be able to supply or deliver "health," necessitates some camouflaging. The "professional code of ethics" is the all enveloping, all shrouding camouflage which so far has held the public fairly well in leash.

In the last forty years other methods have appeared. All of them have had some degree of "health" in stock, to be able to supply and deliver. Some had more and others less.

The two marked contrasts between fundamental buying and selling principles have brought about just as marked buying and selling methods.

A short time ago I was being shown around the buildings at Yale. Here was the College of Medicine. I asked what was done in there. "They teach them the IDEA of medicine." Said I, "Do they teach them TO SELL IT?" It was obvious that they did not, because IF they did, it would be to reverse giving people "education" when it was "health" they wanted.

We whirled around a few blocks and I was shown Yale's College of Salesmanship. Here they were taught "to sell everything." You see they were taught the "principles" of salesmanship.

I asked if they "were given ANYTHING TO SELL." It was obvious that they were not.

So here was the difference. In one college they gave him AN IDEA and did NOT teach him to sell it; and, in the other college they taught him to sell EVERYTHING and gave him NOTHING to sell.

There was something wrong with Yale. But I took another thought. Why condemn Yale, even though several hundreds of years old, when the Dear Old PSC was just as bad and doing the same thing.

"Chiropractic" was an "idea" and a "method" which we were teaching, but we did NOT teach our students HOW TO SELL IT. I came home, got my people together, proposed that we intro-

duce a SCHOOL OF CHIROPRACTIC SALESMANSHIP. And then came the protests from the multitudes to whom this was revolutionary. It had never been done before, nobody of sane mind would introduce such BUSINESS principles into a "PROFESSION."

(Let me interject here, how differently we see our business away from home than at home. Had I never gone to New Haven, it is doubtful if I could have had "the vision of the far" and worked out this step forward in the history of professional schools of the world, for it is true that we were and are the FIRST "professional" school of any kind to teach a "professional" idea and then teach a business way to sell it. There is no medical, dental, theological, musical, osteopathic, Christian Science or other "profession" where it is done. If anybody knows of any, I should be pleased to get the name and date they started the dual phase.)

The Chiropractic "idea" should not be considered, construed, bought or sold differently than any other "idea." Ideas in themselves are of little consequence unless sold. To be sold there must be a SERVICE value.

Chiropractic is at once an "idea" with a "service" value. So also is PEAR'S soap, VICTOR records, GOODRICH tires, HEINZ 57, WELCH grape juice, MUNSING wear, PILLSBURY'S best, PULLMAN cars, EASTMAN kodaks, WATERMAN fountain pens, or PALMER Chiropractic.

I can readily understand WHY any "profession" which "professes" to sell "health," but can't, and is forced to substitute "education," would be compelled to establish a code of ethics method of trying to get by with "something just as good." But I see no reason why any other method which has "health" for sale cannot openly enter the market and SELL that idea the same as any of the above ideas of service are sold.

Back in the days of Rome, Greece and Egypt when articles were sold from stalls, the sign that hung up above was "CAVEAT EMPTOR" — let the *buyer* beware. They gave you fair warning that they proposed to sting you for all they could, they were going to soak the buyer for all the traffic would bear. The price would be just what they could finally gouge out of the buyer. The ultimate buying principle was "as cheap as you can." The ultimate selling principle "to gouge all you can." The idea of SERVICE had not been born. Rotary was unknown.

A short time ago, as time goes, Wanamaker revolutionized all that. He took the public into his confidence. He told them what

things cost, what the overhead cost, what his margin of profit was, put his price on it accordingly and then it was up to them to take it or leave it. One price to all, no bartering or "jewling"; no trading, just take it or leave it. He changed that CAVEAT EMPTOR to CAVEAT VENDITOR, meaning "let the SELLER beware." Thus he introduced a NEW ultimate selling service principle. Wanamaker should be justly called the Father of The Rotary Movement.

Let us contrast these two methods with the "profession" of medicine and the "business" of Chiropractic.

A patient goes to a physician. What is the price? Whatever he thinks you are worth and what he can get. To one person, the same thing, might be 50c and to another \$5.00. To one person an operation for appendicitis was \$50.00 and to another \$500.00. (Caveat Emptor). Five different physicians, in the same town, may charge five different prices — and they usually do. Different physicians in different cities have different prices for the same exploration.

One certain and well-known firm of surgeons let you hang around town for four to six weeks before they can even examine you. It isn't because they are so crowded or so far behind in their work; but because, being in a "profession" they "profess" to be such. But there's business in their tactics. Meanwhile they are looking up your Dun and Bradstreet ratings, they write to your bank, they find out how much you are worth and tax you accordingly, for they are selling you their "education" rather than the "health" you hope to get.

How different is that of the merchant in your city. Rich or poor, educated or ignorant, prince or pauper, from the castle on the crag to the hut in the hole, a can of tomatoes or a basket of potatoes is the same. He advertises his wares at certain prices, he has placed himself and his goods on record; when the customer calls, he MUST DELIVER or be judged amongst business men as disreputable.

He must advertise what he will do and then do what he has advertised — no separate price for each person. His method is CAVEAT VENDITOR.

The Chiropractor, twenty-five years ago, took the "health" salesmanship out of a "profession" and placed it in line with the most progressive business. He established an office rate card, usually six adjustments for \$10.00 the first week and \$5.00 for six adjustments each week thereafter. It mattered not how rich or poor, famous or plebeian, cancer or carbuncle, from New York or New Mexico, the

price was the same. No separate price for each disease, for differently rated people; but one price for all diseases for everybody alike.

It was the difference between the establishment of the different ultimate buying and selling principles of those who "professed" and those who went into business and "delivered." No matter what you had, when you went to a Chiropractor, you knew just what it would cost you per week to get well. When you went to the physician, you were entirely at his mercenary mercy.

To think clearly, concisely, thoroughly; to look beyond and to possess vision is a God-given gift. To be able to do those things and then to possess that further ability to put those clear thoughts into clear language so that the listener can get and grasp is a rare possession indeed. To go even further and to possess the ability to think and then to place those thoughts into printers' ink to that point where it convinces the millions to think as you think, see as you see, buy as you sell, who would not be so convinced without your thought, speech or publication, should not be prostituted with evasions, misrepresentations, slippery language, subtle insinuations, designedly intended to mislead the mind of the man who reads and believes what he reads.

The world has few men who think clear through, who can pass those facts on before the public on its platform or on its printed page, and when such a one does have a public duty to perform, he should use his powers for sincere uplifting and upbuilding motives. Occasionally we find one who utilizes his fullest powers for ulterior motives, for evading the facts, intending to direct the minds of millions wrong. One such undoes the good of the one hundred who try to build, as it destroys public confidence in free thought, public speech or printers' publicity, making all who hear or read wary of what is heard or printed.

The Associated Advertising Clubs of the World have adopted as their slogan "TRUTH." They are taking an active interest in all kinds of publicity that it shall state GET-THE-FACTS and nothing more or less.

Truth begets confidence; confidence begets business and holds it.

Four cardinal principles stand forth in American business:

1. He who is governed has the right to choose the governor, and how it shall be administered.
2. He who believes in a past and a future shall have the right to choose his preacher and religion.
3. The right of the sick to get well and to choose his doctor and his dope, still stands unchallenged.

4. He who reads has a right to know that what he reads is true and truthful.

A while ago we referred to the question of what "they say" when we suggested putting in a course in Salesmanship; what "they say" when we built our own printing plant, which is the only one owned, operated and conducted by any "professional" school, college or university in the world to the end of using business principles to the needs of a "professional" service for the public's benefit.

Apropos:

"They say ——— "

Of course, suppose they do,
Does saying prove the story true?
Is knowledge back of what you say,
Or is assumption holding sway,
And substituting for the truth
An error which may change the whole
Aspect of the thing you seek to tell?

"They say ——— "

Ah, well, I know they do,
But what of that — if it's not true?
Will you pollute your own clean mind,
Defile your heart, your own pure soul,
And bid your conscience go to sleep
By lending to the unclean thought
The credence of your noble name?

"They say ——— "

Well, why not let them say?
If this is their desire and will,
Why lend yourself to thoughts unclean,
To words that cannot be recalled,
To conduct that may cause regret,
When truth has made the error fly
And left you with the blot and stain?

"They say ——— "

Why, yes, and hope it's true;
Say even worse than they told you.
The powers of hell have always said
Whate'er would sting and stain and stun
The feeble ones, who do not think
Nor make attempt, as duty calls,
To try and test by square of Truth.

Robert R. Updegraff says the same thing in his own way in *Printers' Ink* (June, 1921), as follows:

"What Will People Think?"

"Roughly speaking, about the only difference between a 'fool' and a 'genius' is that the 'genius' has gone farther; he has lived through the 'fool' stage and come out beyond.

"As a general thing, some place along the line he had to weather a spell of ridicule, or at least of having people feel sorry for him because he didn't know any better.

"A. T. Stewart went through this when he established the one-price system of selling in his store.

"So did Robert Fulton when he built his first steamboat.

"And Pullman when he brought out the first sleeping car.

"And D. W. Griffith when he made the first movie 'close-ups.'

"If Christopher Columbus had not been willing to weather his spell of ridicule, America might not have been discovered for another hundred years!

"We are used to living in Christopher Columbus' America; we are used to one-price selling, to steamboats, to movie 'close-ups', and to Pullman cars. They are things of fact, things of today.

"But what about tomorrow?

"More specifically, what each of us as an individual is interested in is, 'What about my tomorrow?'

"It depends largely on our attitude toward ridicule and mistakes.

"It is not our mistakes that stop us from accomplishing more and bigger things; it is our fear of mistakes. And yet, strangely enough, it isn't the mistakes we fear, either; we lie down in front of a foolish little question of four words: 'What will people think?'

"Probably nothing stands so much in the way of progress, whether individual, business or national, as that one apparently harmless little question. And the queer part of it is that one seldom hears the question spoken except melodramatically, under stress of emotion at some shocking discovery or confession.

"But it is in its unuttered form and as related to our work and ideas that it is a silent but deadly effective check to progress and accomplishment.

"Many men are kept small, in spite of the fact that they have good ideas, and many splendid ideas are lost to the world or else long delayed, because of the fear of what people will think if the particular ideas or plan under consideration does not succeed.

"Whereas, if we study the lives and methods of the big, successful men, we find one quality common to almost all of them: They aren't afraid to make mistakes. Not that they enjoy having their plans fail, for they don't; they simply aren't afraid of the spectre of ridicule, of what people will think and say. They refuse to have their ideas stifled by the fear of people laughing at them temporarily.

"Such men rise above mediocrity, not so much by virtue of the brilliancy of their ideas as by their understanding of one little fundamental fact about human nature. It is a fact that every business man should keep in his mental overalls pocket and use every day in the year, and it is this: The public soon forgets.

"The really big men have trained themselves to look clear beyond the possibility of failure in the light of this public shortmindedness.

"We are used to having it drummed into our ears that we must keep advertising right along or the people will forget our product or our service, or whatever else it is we are selling. But we seldom stop to realize that the public forgets mistakes as quickly as it forgets force.

"The average advertising man has probably already almost forgotten that a well-known woman's magazine tried the experiment of a twice-a-month issue only a few short years ago and gave it up as a mistake.

"The people of Boston have already pretty well forgotten that a certain local women's specialty store recently tried out a scheme of graded prices, the price charged for an article depending on whether the purchase was to be paid for and taken home by the purchaser or whether it was to be charged and delivered. This scheme was finally given up and frankly admitted in the store's advertising to have been a failure.

"A very large, well-known New England shoe company started a mail-order business with the idea of selling shoes direct a few years ago, but it was a mistake and the plan was given up. Yet today the shoe industry has almost forgotten it, and it has quite slipped the mind of the general public.

"These are only three of hundreds of such instances that might be cited, but they illustrate the point. None of those businesses has failed; they are all still prospering. Their departures from the usual were much discussed at the time, and a great deal of ridicule was aimed at them when these departments failed. There were plenty of I-told-you-so's. Naturally, the men at the head of these businesses did not enjoy the experience while it lasted, but they were big enough to see beyond. They knew that the public soon

forgets and knowing that, they dared try out these and many other new ideas. Their mistakes were soon forgotten but their good ideas have lived and brought prosperity. Yet the good ideas might have been failures. They had to be tested. And many of them had to live through their period of ridicule.

"Is not the fear of failing, the fear of making mistakes, after all, often just a very costly form of egotism or self-consciousness? It assumes that the world is very much concerned in us and our doings, when, as a matter of fact, people are so full of their own concerns that they have little time or inclination to think of us. What if they do stop for a few brief hours to laugh over our mistakes? Day after tomorrow they will be laughing over some one else's 'folly.'

"But let our ideas turn out to be successful, or let them carry, through the period of ridicule, and then people shower their patronage on us. They speak of us as 'shrewd' and 'lucky' and as having 'a genius' for this or that!

"Which, after all, is about as far as people 'think.'

"The really great actor, the truly successful professional man, the master merchant or business man, the leader in politics or religion or journalism, realizing this, never lets that little 'What will people think?' stop him from trying out new ideas or methods that he believes in. Else in most cases he never would have arrived!

"Abraham Lincoln could have been a laughing stock of Americans — if he had let himself be that. But instead of trying to cater to the public taste he went ahead, and did as he felt was right to do. Thus he overcame mannerisms, dress and awkwardness, and what people thought took care of itself.

"So why should we be afraid of that little four-word question? Why should we not weigh our ideas carefully and then go ahead, knowing that we can live through the brief laugh if we are mistaken, and that we can do the laughing if we succeed?"

"They say" and therefore YOU don't do. Perhaps YOU have figured out at some time some sort of service much as did Pullman, Waterman or many other men and women. Perhaps there is right now working in your brain some sort of plan which would help humanity up and on. You talk it over with some one of the usual millions of types, immediately you get handed back what "they say," then because of what "they say" you nurse, sing a lullaby and rock back into the mental cradle the baby of your mind. You kill that which might have made you famous and a millionaire merely because "they say."

The men who have done the world's big jobs are those who have thought their plans well, figured them to their ultimate buying and selling principles, go clear through and all the way back, talked them over with "they say" blank repeaters and THEN GONE ON IN SPIKE OF THEM RATHER THAN BECAUSE OF THEM.

Everything of worth has met that "they say" drag - - - Wright Brothers, Edison, Fulton, Watt, Columbus, Eddy Brigham Young and thousands of others that come to your minds. Crazy today — wise tomorrow!

Last fall I lectured in a town where there was a restaurant across the street from my room in the hotel. In the morning there appeared a sign in that window: "FRESH EGGS SERVED HERE."

At noon I noticed that each word had several scratched lines across it. Upon inquiry, the restaurant man told me this story:

About 8 o'clock a University professor, on his way to college, read the sign, studied it and stepped in. Said he: "Do you sell ROTTEN eggs here? You wouldn't dare do that, so, the word 'fresh' is superfluous and unnecessary." The restaurant man saw the logic "they say" and scratched it out.

About 8:30 a High School professor, on his way to school, saw the sign as it now remained. He studied it and went in and said: "Are EGGS all you serve here? Don't you serve meat, bread, potatoes, etc.?" The restaurant man saw the wisdom of his reasoning and scratched out the word "EGGS."

Now the sign read: "SERVED HERE."

A would-be high-brow, passing by, thinking he saw more than he did, being taught Latin and Greek, Higher Mathematics, Trigonometry, and a few other barnacles of service, studied what was left and then passed his remarks about as follows: "A restaurant as I understand it, is taken for granted as a place where you *serve* people. It is OBVIOUS that you serve people here, so why say it on your sign?" The restaurant man, being a low-brow, saw the wisdom of that logic and scratched out the word "Served."

Now the sign said: "HERE."

Now came the great mass, stopped, saw, read and wondered what he meant by "HERE" standing out alone and by itself. Rather than be the laughing stock of the masses, he scratched that out also.

Word by word, what "they say" battered down his thought-sign until his resistance was entirely gone. The next day he put up no

sign at all. Why put up a sign only to have "intelligent" men tear it all to pieces?

Many a brilliant word, thought or action has been cast back into the womb of time merely because of what "they say" killing the ambition of its author, putting out the fires of inspiration by dampening the ardor of its originator. Few men possess that deeper determination to go on in spite of the mass, the friends close by and even perhaps the closest and dearest who think him crazy, looney, bugs. It takes the deepest kind of conviction to go on when all the world is against you.

Two pieces of matter talk over two pieces of matter that changes hands —.

The man in business, in the small town, gets acquainted, knows his customer, passes the time of day, comments about the kids — not for the purpose of getting more money, not "bluff" stuff, but because he IS from a small enough town *where he is human*.

The man in small business, in the large city, presumes to think he must imitate what he thinks his conception is of a large business man in the large city, hence he is distant, cold, haughty, arrogant, curt and snappy.

The man in LARGE business, in the LARGE city, did not get up to where he is with the view that is held by him by the small man in the large city.

The small business man in the small city is HUMAN because he can't help but be such in the small town. Everybody knows everybody else and it flows naturally from the inside out.

The large business man in the large city has risen up to the 'nth degree of commercial power because he never lost sight of the HUMAN relation in EVERY transaction even in the city.

The man who tried to ruin all business and degrade it into the depths is the small business man in the large city who is "too large" for the small town and "too small" for the city. He has not yet learned to be HUMAN to anybody anywhere.

How cold, dreary, sordid and cruel the average business man and business transaction is. You come in a stranger, buy from a stranger and go out such. He gets your name and you get his only because he wants to know where to ship without getting lost and costing the firm something.

More businesses need HUMANIZING. Inject sentiment, flowers, smiles, a clean joke or two, the "trifles" which mean so much to make a transfer a friendly transaction.

In a great many cities, a powerful corporation such as Western Union puts flowers on the store railing each morning. It suggests "Say It With Flowers" to the folks at home and, "Send them OVER OUR WIRES, for which WE get money."

The Hotel LaSalle (Chicago) finds it good business to place flowers in the bedrooms of its lady guests.

Certain cities bring out a local distinctivuduality flower sentiment in its sidewalk electroliers.

Business houses find that it pays to put flower boxes around their windows.

In many odd lines of business orchestras play in the afternoons and evenings, all of which injects sentiment that it may take off the ragged edge of the grind of business worries.

Cities find it a paying investment to condemn property, convert it into playgrounds and equip them with toys for the "kiddies." Marshall Field of Chicago devotes a large room on State Street for children to play in while mothers go shopping. Theatres equip a room for the "kids" to play in while the "folks" relax seeing the heroine kill the villain.

There's "mother's day" with its carnation — that's sentiment.

Business, peculiarly and yet naturally, is taking a decided turn within the past years. Rotary, Kiwanis, Exchange, Gyro and other business clubs' noonday peppy luncheons are to be found everywhere. It gets business men together, they shake, call each other by first name, smile and sing a song or two, listen to somebody from outside bring something inside. It's but the injection of friendly sentiment into what would otherwise remain a cold transaction. These organizations are doing a most wonderful good with their "spirit."

What a difference between hotels. Some are known for their "hominess," and that feature alone draws or repels business in exact ratio as it possesses it or denies it. The failures are like homes for the homeless.

How different some factories. I was in Muskegon (Michigan) a short time ago. Next door to the station is a factory — possibly a cold and cruel commercial proposition, but I have my doubts. The buildings are covered with vines, from top to bottom, front, sides and back. The very appearance of those buildings injects the human and natural and seems to bring forth a kind, thoughtful and considerate business. It introduces an organization of men who imbibe freely in the good and wholesome as man to man, partner to partner and factory to its trade. I made inquiries to find that

their business lived up to its buildings and the buildings personified the builders behind. These men are selling themselves the humanized business.

Business men gather at their clubs and call each other "Jack." They return to their businesses and call their stenographers "Miss Brown" and their employees "Mr. Jones." What was sauce for the goose becomes an apparent crime for the gander. Why not inject the same human sentiment? Call even the commonest laborer by his "Jack" also. He will feel more friendly to you, the firm, feel a part of it and do more for it.

Why should the average doctor's office be like a fertilizer plant and be equipped to make it resemble a refrigeration plant?

Why should the average hospital remind you of a morgue?

Why should the average restaurant smell like the ruins of grease? (Greece.)

You just naturally warm up to and like a little better that man who has a boutonniere. You actually feel the human heart-throb and kindly friendship of that stenographer who has a vase of flowers on her desk. It's a silent symbol that bespeaks the individuals and their humanizing impulses.

How vividly comes back to mind the "kid" who used to take a flower to teacher and thereby become dubbed "teacher's pet." Yet, the same spirit that prompted that action is the same heart that dares to build sentiment into his business when he becomes a grown-up kid. It pays!

The average printing plant in America is a hog-pen. Each plant contains many champion long-distance tobacco-spitters. Why should they? I know of one plant located in Davenport, that affirms to be "THE PRETTIEST PRINTING PLANT IN AMERICA." Having affirmed it, the printery "helpmates" are impressed with the affirmation and they live up to it. The walls are literally covered with positive epigrams. Dozens of busts of American writers and Greek sculpture are on pedestals or bases. The sentiment of art is there.

Birds hang in this printing plant. Their song is heard all the time above the din of machines. Plants are growing. The walls are painted white, the epigrams are in purple, the busts are of bronze, the birds of many colors and the plants are green. The printers come early and stay late. They have a self-organized "Type-High Club of The PSC" and a chess club, both of which hold regular meetings. They hold dinners in The PSC Cafeteria and invite speakers and their wives, all of which is spontaneous from

them and is rebuttal sentiment which they reflect from the sentimental environment which surrounds them.

Instead of going to work at the push of a buzzer there are heard three taps of a Japanese temple gong over 700 years old. How much softer and more harmonious becomes the chore of "going to work" under these conditions.

This same institution stands on top of a hill within five blocks of the business city. At 11:45 and 5:45 music peals forth from a chimes tower atop the Administration Building. These chimes consist of sixteen bells of the largest and best Deagan (Chicago) ever made. It cost \$16,000 to make it possible to bring harmony at noon to the T. B. M. of the city and soothe his mental wrinkles in the evening while on his way home. It injects back into the head, heart and hand of man the sentiment which again makes him human at the end of a ragged office day where everybody was trying their best to gouge everybody else.

On Sunday morning for one hour a sacred concert and on Sunday evening thirty minutes more of this kind of musical sentiment pours forth announcing that the churches are calling you to get back to sentiment of "Come unto Me."

It's a \$16,000 sentiment that pays big dividends in the welfare of the men and women of a business city.

And now we are before the public again, with the epitome of all unselfish service—Radiophone Station WOC. We were the thirteenth 500-watt station on the air. We were the first of the 5,000-watt stations on the air. Station WOC has an enviable reputation amongst listeners-in.

For four years there wasn't and couldn't be \$1.00 return on the investment—the Government prohibited any such. It was all going out and nothing coming in. Salaries and overhead were charged off to advertising and the building up of good will. It did that.

Humanizing business!

Over in Jackson, Michigan, is a state penitentiary with Warden Hulbert in charge. He allows his men to talk at their work, to sing if they wish. They raise and sell canaries in their cell houses. They have flowers growing in window-boxes in their cell houses. They have baseball teams and a band and play on Sunday afternoon to which the churchy people protest, telling the warden that they should be in their cells reading the Bible.

The warden tells me that he is humanizing men! Birds, flowers, songs—it all does it to those men inside.

Humanizing business, or injecting the sentiment, can be brought

out with one class of American traveling public business people that are "up against it." They may be actors or actresses, chautauqua speakers, evangelists or peddling prunes. It makes little difference. Early or late, sick or well, sleepy and drowsy, jumping from town to town at any ol' hour, draughty day-coaches or hot and stuffy sleepers, greasy and changeable foods, it's all one to them. No matter how they feel, they have their stunt to do or act to put on; and, when they appear before their audience they HAVE TO be up to 102 per cent because it is up to them to wake up the local public that has every thing just as it wants it, when it wants it and how it wants it. The traveling people who work against all the odds have the big job of smoothing off the wrinkles of the man who has all the odds with him. Few can appreciate the inequality of these conditions quite so thoroughly as he who "hits the road" and suffers under them. The public makes NO allowances. You've GOT TO COME THROUGH ALL THE WAY.

Hitting the road a great deal (470,000 miles in seventeen years), I soon realized that if there was anything I possessed that would make their travels, trips and talks any lighter I was going to see that they got it. ANY KNIGHT OF THE GRIP is entitled to a Travelgram, which is an open sesame to the majority of Chiropractors' offices of the world. It gives him our profession's best service at NO COST to him.

Sentiment? Purely! Pay? Let us ask some of America's big business men.

"The need for personality in business and the success that it brings cannot be disputed. The 'thank you, sir,' of the newsboy was seldom heard years ago. Little personal services are now the rule, rather than the exception in retail stores." — Edward Hines, of the Hines Lumber Company.

"Our policy, summed up, is to knit close bonds of pleasant faith and good will between our customers and the management." — John R. Thompson, President, John R. Thompson Co.

"There never was so much friendship in business as today, but it is the friendship not of a good time together, but of confidence." — H. E. Locke, President, H. E. Locke Co., Inc.

"Our biggest job is in seeing that our customers like us." — E. M. Statler, President, Hotels Statler Co.

Sentiment? Purely! Pay? You tell 'em! Hundreds of speakers on the American platform today speak to their daily audiences telling them something about what Chiropractic has done for them. Hundreds of singers mention to their audiences that if it hadn't been for adjustments they "would not be here today to sing to

you." Evangelists preach it and thereby send thousands of patients to Chiropractors. Thousands of actors and actresses in this and foreign countries throw in a jest, parody or squib about Chiropractic, thus reaching and preaching to millions of minds weekly. Some preachers devote an entire sermon to it; some acts are exclusively devoted to a satire on it. Pay? Yes, in cold millions. We devote a sentimental reason to their welfare and get back business.

Perhaps I can best explain how it works by giving you a concrete example: "Nap"oleon Hill (Editor, Napoleon Hill's Golden Rule Magazine, Chicago, Ill.) was asked by me to speak to our student body. He came. He talked a lallapalooza. I asked him his bill. He said, "Nothing. I have enjoyed a sentimental exuberance. It is I who should pay you." The next day, unbeknown to him, we took up subscriptions for his magazine amongst our student body. Had he asked me to pay him, probably \$100 is all he could have gotten. As it was we sent him \$3,000 in subscriptions. He was pleased at the SENTIMENT we retaliated with. Unbeknown to ME he sentimentally retaliated with a ten-page article about our institution in his magazine, which could not have been bought for \$10,000. Sentiment, in business, has a paradoxical way of piling up on itself.

To HUMANIZE BUSINESS is one of the biggest stocks I have in trade. It has been one of our biggest producers and reproducers. I have none of it loaded down in our stock room, yet our place bubbles and actually sizzles with it. Every brick, room, wall and person speaks it for us. (Send for "As a Man Thinketh.")

There are millions of business men, doing business in towns large and small, who have dreamed about a world-wide market for THEIR goods; they have dreamed about how they would like to see THEIR names become a household word.

There are a few hundred men who are doing business in towns large as well as small, either in wilderness or in metropolitan cities, who have MADE a world-wide market for THEIR goods, whose names ARE known from coast to coast and from country to country.

What are the actual and real differences between these dreamers and doers that put one forward and hold the other back?

They both have mind and matter, brain and belly. Some failures seem to have large brains, other successes seem to have little; some successes have small bellies and some failures seem to have large.

I have made it a point to get acquainted with some of these businesses, study their business policies, even get to some of the

men behind that I might study how they have done it, why they have done it and the art of doing.

You say the "thing" he had to sell did it. That is not so. Swift sells meat, so does Sinclair; yet note the difference in size. Ford sells automobiles, so does Packard.

It is ALL incorporated in the epigram:

NOT HOW LITTLE FOR HOW MUCH
BUT HOW MUCH FOR HOW LITTLE.

Ford, Woolworth, Standard Oil, Edison, Armour, Pear's Soap, Movies — go on down the line; think of the nationally known, well advertised, popular articles — Not how little for how much but how much for how little.

The "high cost of living" was put on the toboggan and the skids were FIRST greased at Davenport, Iowa, following the war.

Upon the declaration of war, Uncle Sam drew all the skilled labor of every kind, to the Rock Island Arsenal (which lies on an island in the Mississippi River, between Davenport, Iowa, and Rock Island, Illinois) and gave them, as wages, in one day what we would give in one week. This demoralized practically every business. The merchants retaliated by raising their sales values to balance the wages they were getting. A suit that sold, before, for \$18.50 sold later for \$118.50. As a result Davenport became known as one of the highest priced cities, to live in, in America.

This fact, in itself, hurt our institution because we drew people from out of the city to come to the city. When they heard this, they stayed away. In self defense, to protect our OWN business, we started a cafeteria, barber shop, etc., etc.

After the war, wages slumped, but the merchants held on to their preposterous rates, desiring to get as long as the getting was good — how little for how much. I invited 400 merchants as our guests at a cafeteria chicken dinner, then to the Up-E-Nuf Roof Garden for vaudeville, after which I talked NOT HOW LITTLE FOR HOW MUCH, BUT HOW MUCH FOR HOW LITTLE, as a result of which, the very next day, prices began to reduce; eight more pages were added to both local papers to carry the ads.

"BACK TO NORMALCY" was my war-cry at that time.

Let me analyze:

Ford with his car — his plan has always been to see how MUCH car he can give THE WORLD for how LITTLE money the world can give him for it. Packard has always worked to see how much car he can give for how much he can get for it. Other auto manufacturers are seeing how little they can give in a car for how much

they can get for it. Because of the correctness of his business policy, Ford grew like no other industrial plant in the world, and, as it grew, his buying power increased and so, from year to year, he kept giving more and more for the same money even though costing him actually more.

Take the same article, go to the one-man store in your one-store town, ask him the price on the same article that you bought at Woolworth for ten cents and the probabilities are that he would charge you sixty cents. His theory of a business policy is **HOW LITTLE FOR HOW MUCH**.

Edison, with his multitudinous inventions; Armour and Swift with their packing industries; the movie industries, are all **BIG** business.

And, speaking of **BIG BUSINESS**, which many do in a deprecatory manner, imagine what a gallon of gasoline would cost if it had to be refined, gallon by gallon, and then delivered to you in small quantities from the oil wells to your car. If that were true, you wouldn't buy that gallon for thirty-two cents, but nearer \$32.00.

Let us contrast the **WHY** of the **BIG** and the **SMALL** business.

The **SMALL** business man:

1st — His horizon is close.

2nd — His vision is narrow.

3rd — His business policy is small (**HOW LITTLE FOR HOW MUCH**).

His business **IS** small. The **MAN** being small, his **THOUGHTS** are small. His thoughts being small, his **BUSINESS** is small. They tally in calibre.

THE REALIZATION —

Men who have their names and goods sold the world over, such as Swift, Beaman, Waterman, Pillsbury, Ford, Woolworth and hundreds of others, have offices, stores and factories in every country. These men have mind and matter, brain and belly the same as the "small" business men.

The reason their "business" is "large" is because —

1st — Their horizon is far away.

2nd — Their vision of service is very broad.

3rd — Their business policy is large (**HOW MUCH FOR HOW LITTLE**).

4th — Their business is large.

The actual "difference" between "the dreamer" and "the doer" is **IN** the two men who may to all other appearances look alike.

They have a difference in breadth of horizon, in vision; therefore determine a "difference" in their business policies and THAT determines the ultimate service rendered upon which the world bases its value in financial returns.

The small business man may actually hold and offer for sale an article of great need which should be in great demand; but if he is small in mind, establishes a small business policy with that article of HOW LITTLE FOR HOW MUCH, then small business will follow even though with the potential possibilities lying dormant in a BIG article.

The large business man may actually hold and offer for sale an article of little vital necessity (such as Victor Records), and which the vast majority CAN get along without; but if he is large in mind, establishes a large business policy with that article of HOW MUCH FOR HOW LITTLE, then large business will follow even though with practically no potential selling possibilities in that SMALL article.

Then how much greater should be the actual selling possibilities when you and I hold and offer for sale an article of the greatest possible demand (such as harmony, health, happiness; yea, even LIFE itself) — and then if WE are LARGE in mind, horizon, vision, service; introduce that LARGE business policy of HOW MUCH FOR HOW LITTLE, then LARGE business is as sure to follow our wake as any other natural principle grows upon itself in spite of itself, because of the inherent qualities it possesses to push itself forward.

I can cite you Chiropractors who are selfish, narrow, constricted and who have a business. This is because CHIROPRACTIC is large even though THEY are small. What business they have is in spite of themselves, not because of anything they do. I know of other Chiropractors who do not grasp the bigness of Chiropractic, who think it a small thing; yet they also have large businesses. This is because of the BIG BUSINESS POLICY they have incorporated into the selling means of what they THINK is a small thing.

But think how much greater can be a business when you can indisolubly link a LARGE article, much in demand when properly advertised, with a BIG man who know how to establish a BIG policy around that BIG article—link the two together and you have a world-beater, a stem-winder, and a go-getter. Under such conditions he would say "The world is my country; to do good is my religion."

To one large business man you will find 999,999 small ones. The reason they ARE small is that they CAN'T or WON'T SEE THE LARGE.

The "small man" with the "small business policy" who has the "small business" says HOW MUCH ARTICLE FOR HOW LITTLE MONEY is ruinous to business, suicidal in theory and drives men into bankruptcy. Because he DOES construe it as "suicidal" is what KEEPS him "small."

The "large" man, with the "large business policy" who has the "large business" says HOW LITTLE ARTICLE FOR HOW MUCH MONEY is ruinous to business, suicidal in theory and keeps the small man small. Because he can construe that policy as "suicidal" is what makes HIM large.

And, by inverse ratio, the "large" man with the "large business policy" who has the "large business" says HOW MUCH ARTICLE FOR HOW LITTLE MONEY is the very turning point of the success of his business, brings him millions of small sales on small profits; quick turnover with little overhead is what KEEPS him "large."

IF the "small man" could see things AS the "large man" sees them, IF the "small business policy" could give way to the "large business policy," then "small business" would BECOME a "large business" instead of remaining a "small business."

If the "small" man could but see the "large" things in a "large way" instead of a "small" way, he wouldn't be in "small" business. Therefore, the "small" man's opinion of the merits or demerits of the "large" man's opinions is warped on the very opposite conception of things.

I hear many men talking against "big business." This is the "small" man speaking. He condemns "large" business. That is but natural because he is a "small" man. If his concepts were "large" he wouldn't be saying the things he does, as he does.

Directly apropos of the above thot, The Saturday Evening Post of July 30, 1921, contained an article entitled "What Really Ails the Railroads," by Will Payne, in which we note this statement:

"The roads were managed, of course, for profit; but they found that big volume at a low price is a surer way to profit than smaller volume at a high price. That is a commonplace nowadays. Most of you have seen the automobile industry grow to huge proportions out of nothing, and you know that the man who made by far the most profit out of automobiles is the man who has the cheapest car. Some years further back the telephone started out as an absolute monopoly, protected by patent. In its early days it banked on the old-fashioned monopoly idea of high prices. But it soon learned better and began really to flourish when it began seeking volume of output and lowering prices. If airplanes ever become

as popular as automobiles the man who makes most profit out of them will be the man who sells the cheapest dependable plane, and the most of them.

"The commercial nabobs nowadays are not the men who get high prices, but those who sell most goods. Mail-order houses get rich on a big volume of business at a small margin of profit. The broad rule is that railroads will make the most money when they haul the most goods; and that rule is a better price regulator than any government bureau. With a free hand and no violent price disturbance, railroads would have continued to reduce rates as growing traffic and improvement in the art of railroad management enabled them to operate more cheaply — not out of philanthropy but because it is sound business."

Speaking of "large" business let me refer to one, analyze it, and give you some of the fundamentals which convert it from a "small" to a "large" business.

The Palmer School of Chiropractic is the largest non-medical institution in the world. It has more students than the University of Alberta, Bowdoin College or Princeton University.

It will graduate more chiropractors this year (1920) than the medical colleges combined will graduate in the U.S., same year considered.

It is a living, growing, thriving, hustling and bustling institution doing all this entirely on what comes in the front door in the way of actual sales made. It has received no private endowments and does not receive state taxation. I mention this because it is essential to know that while some other institutions may be larger, they ARE such only because of subsidy other than their own earning valuation. This school is the largest institution — medical, osteopathic, Chiropractic, or any other kind of "professional" institution — in the world that is privately owned, privately managed and living solely on monies received from sales actually made.

The PSC is NOT a "professional" school. (It will be noted that all through here wherever I have used the word I have quoted it because of the usual mind so usually considering it.)

If we here who ARE the institution had regarded this AS a "professional" school and had built it up and run it as such, its product would have been of the usual calibre as comes from medical and osteopathic "professional" colleges. But, regarding it as different, we dealt with it differently, constructed its work differently; therefore, naturally got a "business policy" behind it with that differently acting product when it reached the field.

We have regarded our students as customers, our tuitions as sales made. Every graduate is a traveling salesman on the road for his house. He comes pleased because he was sent to us by a pleased customer — the graduate. To please the customer while he is such (as a student), is to make a pleased salesman of him after he has left (graduated) the house (the school).

From another angle, we regard our school as a factory where we take the raw material, the day he matriculates, and begin putting him through the factory where we are manufacturing Chiropractors. We pay particular attention to everything which goes into the machine. Everything is tested for health-strength and prejudice-resistance. If it doesn't stand up under road-tests, we throw it out and find that which will.

When the machine is finished (graduated) we pack it very carefully (with an honestly earned diploma). We ship the machine to some community where there is a demand for the kind of work that the machine can do — and, where is there not such a need? We unpack the machine, erect it, set it up, turn on the current and it must then duplicate out in the field the same kind of work that same machine did in our factory before we shipped it away. It **MUST** work to the entire satisfaction of the purchaser.

Chiropractic is **NOT** a "profession." It is a **BUSINESS** of buying and selling those ultimate buying and selling principles of **HEALTH SERVE-US** (service).

The PSC stands behind every machine shipped to deliver the greatest quantity of **HEALTH** in the quickest possible time at the lowest possible consistent cost to the customer.

We do not "practice" medicine. We buy and sell **HEALTH SERVICE**. To "practice" is to imitate the little girl who puts in an hour a day "practicing" her music lesson. Medicine is 5,000 years old and yet they are still "practicing" on the sick. Chiropractic is just 25 years old and we are **DELIVERING** health to its buyers.

Having sold ourselves to ourselves, we are now selling ourselves to others. A sale is a transaction. What the school has is what the student-customer wants. What the student-merchant secures at our factory is what the patient-purchaser wants. The usual language is "student" and "patient." To us they are "customers" and "merchants," implying, of course, that they are actually purveying something demanded.

I am not a "doctor" patching up things. Neither are those who come to me "patients." No wonder they are called a "patient," because they **MUST** be "patient" when they go to a "doctor."

If you go to a Chiropractor and GET health, then you HAVE BEEN served. If you don't get health, then I HAVEN'T SERVED YOU.

By this time you are impressed solidly, with the fact that I am "sold" on the proposition that physician-doctors are "professional" people "professing" to do things WITHOUT DOING THEM. They are a special privileged class of cloth that can "practice" and never deliver. People who are of THAT stripe MUST live under the shadow and ban of the rigid and vigorous searchlight of Printers' Ink and the Associated Advertising Clubs of America, who demand that TRUTH be the slogan.

If medicine, osteopathy, Christian Science and Chiropractic ARE delivering, can stand the searchlight of publicity, then turn it on; the stronger it burns into the unseen corners, the better for them and for the public.

If any one of them, or all of them, cannot stand the scrutiny that Printers' Ink WOULD GIVE THEM, then the sooner they sink the better for the public.

Medicine abhors public gaze, printers' ink, publicity of any kind. They "profess" the ethics, the rules that hide behind a cloth, the conservatism that hides behind all "professions." Osteopathy uses some printers' ink, although sparingly. Christian Science has not hesitated to go into the public eye and demand that you investigate its work. They have many works, several national publications, and present themselves at every railroad station and public reading room in every city of note. They have a wonderfully large and complete printing plant owned by the Mother Church at Boston. Chiropractic has made the boldest step forward ever made by any "profession." The PSC owns its own printing plant. It prints millions of tracts of many kinds. It has several magazines. This one "profession" alone buys more white space in magazines and newspapers than all other "professions" in the world combined, showing and proving that we have nothing to fear from the burning white fierceness of its torch.

Any "profession" that does not contain within itself sufficient business ability to meet the cause and effect, survival of the fittest, demand and supply, giving people what they ask and pay for, should quit continuing to "profess" under guise of constrictive enforced legislation.

But do they? They bleed the public treasury, they bleed taxpayers against their will, beg private endowment, build million dollar buildings, build big organizations under the guise of "public

health" when justly it is "public WEALTH" against the individual to perpetuate their pet peeves, to keep them alive.

Osteopathy, Christian Science and Chiropractic have grown by relatively meeting the law of service compensation. There is no reason why physicians and their medical colleges should not do the same.

How great is the demand for the product of this factory of ours? How large can this business become and still be practically productive, or productively practical?

I'll admit to you that this answer cannot be justly weighed without considering the personal equation, all of which we admit has its limitations. Where those are, we do not know. We have not reached them yet, but that time must come.

Laying aside those equations, where is that line? Where is the limitation of possibilities as to how large a school The PSC can become?

Chiropractic is premised on the hypothesis that life is motion; motion is function; function is matter being moved by that which is immaterial. Matter cannot move without force, mental impulses or Innate Intelligence; that Innate Intelligence plus matter, working jointly, means a living man.

Chiropractic is further premised on the hypothesis that this abstract force, known as Innate Intelligence, which moves matter and makes it function, is gathered from Universal sources, into the unit, in the brain located within the skull; that from there it flows to all muscles and other tissues by way of the spinal cord and spinal nerves; that so long as all parts GET their full quota and quality of mental impulses, all parts will be healthy, because they will be functioning up to their full quota and quality.

Chiropractic is still further premised on the further hypothesis that a vertebral subluxation will occlude the foremen, produce pressure upon nerves, interfere with this full quota and quality of mental impulse, thereby interfere with the full quota and quality of mental impulse getting beyond that point of pressure, thereby being unable to get to the periphery of that nerve, hence disease begins the moment the function drops in ratio as the degree of pressure interferes with the quota and quality flow of mental impulses. Adjustment, releases the pressure upon that nerve, restores the flow, restores ease and health abounds once more.

Chiropractic is the study of THE CAUSE of dis-ease. Correct the subluxation — result, health.

Every man, woman and child in the world has a spine. It makes no difference whether he, or she, is black or white, red or yellow; whether they live on the mountain or in the valley; on land or water; at the north pole or equator; rich or poor — it is equally applied.

Every spine has a subluxation. Each subluxation is producing disease in one or more places. Potentially, then, every subluxation needs adjustment, needs Chiropractic; therefore, THE WORLD needs just what you and I have.

Potentially EVERY sick person is demanding Chiropractic, calling for it, needing it, crying for it, actually shouting for it, but doesn't know it.

Why isn't he or she GETTING IT? Because HE doesn't know that it's CHIROPRACTIC he needs. We haven't told HIM. We haven't sold HIM Chiropractic. The sick world has sold itself to US but WE haven't sold OURSELVES to them.

Printers' ink must be used *to introduce ourselves to him*. We have the best little mousetrap in the world, but we are living in the wilderness. It will catch more diseases and kill them quicker than any other mousetrap ever made, but he doesn't know where we live, what we have out there nor does he know that it's just what he has been searching for. We must introduce our mousetrap and its owner to the fellow out in the cities and countries beyond our woods. The more ink, the quicker he is told. The larger the space used, the more people we reach.

Printers' ink TELLS him; sells HIM; sells US.

How large is The PSC going to be? Let us see.

So long as *every* person IN THE WORLD has subluxation and it produces disease and it can be proven and printed that adjustment gets him well, then every person IN THE WORLD is going to demand Chiropractic so long as there exists one person with a subluxation and he remains sick. The people will demand adjustment in ratio as they KNOW WHAT IT IS AND WHAT IT DOES. Printers' ink sells them GET-THE-FACTS.

The PSC will be no smaller, or larger, than the DEMAND created FOR Chiropractic with printers' ink. Potentially every man, woman and child in the WORLD is right now demanding our goods, but doesn't know it is "*our* goods," because WE haven't taught him that. He doesn't hear me speaking — I'm too far away. He's calling *me*, but for "ethical and professional" reasons *I* hesitate to answer back, thinking it might attract attention; and, then again, "they say."

There is a more direct application. Let us bring it down to a concrete case. Any Chiropractor, anywhere—how large can his practice be? It can be just as large as the man is behind it and figures its angles of service.

A Chiropractor's *business* (and, I use that word advisedly) can be as large as an electrician's business. Assume an entire building were dark. The current is made for him. The building is wired. The globes are all in. To light the house is but a question of his rapidity in turning on buttons. He must know *where* they are, *HOW* to get to them. This requires an exact knowledge of location of buttons and systematization of getting to them. The same is true of a Chiropractor. The life current is made for him. The body is wired. The organs are all in. To increase the current flow is but a question of his rapidity in adjusting the subluxation buttons. He must know *WHERE* they are and *HOW* to get to them. This also requires an exact knowledge of location of subluxation in relation with organ affected and a systematization of getting to them, not only in one man but in ten, a hundred, or a thousand.

It takes but a second to turn on an electric button and no longer to turn on the human buttons.

So, the size of a Chiropractor's business depends upon:

1st — His ability to notify people who he is, what he is and where.

2nd — His systematization to take care of it as it grows and increases in volume.

Four things enter into the equation on size — himself (and "his line"), patient (who wants "the article"), Chiropractic (the "article" to be "sold") and printers' ink (the method and means of bringing all together).

You are thinking and wondering whether I mean to infer that a Chiropractor could develop a business to 1,000 patients per day. I would not be satisfied until I had reached that; and, did I reach that figure I should then expect to reach 5,000.

Plenty of adjusting and rest rooms, additional help and that figure could be reached — with the judicious use of printers' ink.

I can recall when a packing plant was no larger than the efforts of ONE MAN to kill, pack and ship. What is it now? There was a time when a store was no larger than one room, and then only when "the boss" could supervise it all. What about the department stores? Somehow, doctors have the idea that *THEY* only can take care of the patient and the patient has been educated to think that getting well is some miraculous procedure of mental gymnastics that can only be brought about through the workings of

some one well-educated individual college man; that *all* depends upon *his* skill rather than *his* method.

The up-to-date have long since outgrown that. Getting the sick well has been stripped of its delusions, hallucinations and pomposity.

Have the goods. Tell people you have the goods. Deliver the goods. Simplify rather than complex. Systematize the orders when they arrive. Time — and you have a business unparalleled.

Advertise? If your business isn't worth being advertised, then advertise it for sale. The New Success Magazine recently was authority for this: "Of all the failures recorded in 1920, 84% were of firms that did not advertise."

Isn't it funny? Man wakes up in the morning, after sleeping under an advertised blanket, on an advertised (Ostermoor) mattress; takes off advertised pajamas; takes a shower in an advertised (Crane Co.) tub; shaves with an advertised (Gillette) razor; washes with advertised (Ivory) soap; powders his face with an advertised (Mennen's) powder; dons advertised underwear, (Hole-proof) hose, shirt (E. & W.), collar, (Douglas) shoes, (Hart Shaffner & Marx) suit, (Sealkerchief) handkerchief; sits down to breakfast of an advertised (Postum) cereal; drinks advertised (Yuba) coffee; puts on an advertised (Stetson) hat; lights an advertised (Owl) cigar; rides to his office in an advertised (Ford) car on advertised (Goodrich) tires, where he refuses to advertise on the grounds that advertising does not pay.

"It is only the fool, any more, who denies the influence of advertising.

"Advertising has made the Victrola dog famous.

"The foremost colored man in the world today is Mr. C. C. Wheat — Cream o' Wheat — advertising did it.

"Advertising has run a shoestring watch business into the biggest merchandising institution in the world, known as Sears, Roebuck and Company.

"Advertising has run a Ford over every navigable bit of dry land in the United States.

"Advertising has started with one restaurant in one town and made a chain of them in scores of towns.

"Advertising is carrying Piggly Wiggly all over the world.

"It has made the cash register a big brother to retailers all over the world.

"It has introduced the world to a substitute for sole leather.

"It is displacing the truck horse with 40-horse trucks.

"It has made the handwritten letter an oddity in business.

"It has helped you to an appreciation of Stetson hats, Walkover, Douglas and Emerson shoes.

"It has put Manhattan shirts on your back, B. V. D.'s next to your hide, Sloan's liniment on it, and Bevo in it.

"It has put hairoil on heads where no hairoil would do any good, and on heads where no hairoil was needed.

"It has put Castoria down your throat, left bristles in your gums, and then come along with a Rubberset and took them out.

"It has put Sozodont, Pebecco and Pepsodent on your teeth.

"It has put a Gillette against your hayfield.

"It has put Murine in your eye, sold you Cuticura for pimples, Pears for the bath, and Ivory for the tub.

"It has put Arrow collars around your neck and Ingersolls around your wrists.

"It has filled you full of shredded and flaked foods, canned vegetables, fruits and meats, and then has sold you on adjustments or Aspirin to get rid of the headache.

"It has jammed your feet in Holeproof sox, put Paris garters on your legs, and Tiffany rings on your fingers.

"It has stuck Robert Burns cigars between your teeth, worn out your jaws on Wrigley's and posted you on what to buy to cure corns, warts, bunions and ingrowing toenails.

"It has helped you to buy clothes and has brought fame to Messrs. Atterbury, Kuppenheimer, Hart Schaffner and Marx, Old Man Styleplus and a few more Irishmen by the name of Rogers Peet and Hickey Freeman.

"If you write an order on the waiter you will do it with an Ever-sharp, an Eagle, a Dixon or a Faber pencil, or if you use a pen, it will be an Ideal, a Waterman or a Conklin.

"And the chances are ten to one that the paper you write it on is Hammermill Bond.

"Go anywhere you want, do anything you wish, and advertising has had a hand in it.

"The Chiropractic profession is criticised by the thoughtless because it advertises.

"I emphasize, that the people who criticise us for this reason alone are thoughtless.

"Advertising is the most ethical thing in the world from the humane Chiropractic standpoint.

"If a man is dying of thirst, we turn heaven and earth, if necessary, to bring him water.

"But if a man is dying for need of Chiropractic adjustments, as thousands are doing every week, and these dying are 'thirsting' for the correction that only Chiropractic can bring, they may refuse the 'drink' because they do not recognize that to them it is the 'water of life.'

"In other words, people may be dying for the need of Chiropractic, and yet they will refuse it, unless they have been educated to its character and their need of it.

"Advertising is simply the education of the public.

"Advertising Chiropractic, then, is bringing life to the dying.

"Chiropractors advertise because they believe that to sell Chiropractic is not a privilege, but a duty.

"Spinal health statistics, verified by Chiropractors everywhere, show that eighty per cent of the population suffers from weakness and disease, due to some easily corrected form of pressure on spinal nerves.

"Chiropractors advertise because spinal nerve health cannot look up unless they talk up.

"Chiropractors advertise because it is the best way to bring the greatest boon of life — health — to the greatest possible number in the shortest possible time.

"Chiropractors advertise because it is the best way to serve society, to bring the Chiropractor's peculiar ability and his particular science to the folks who need it.

"The Chiropractor advertises because he wants to stand as a buffer between pain and the eighty per cent who suffer.

"Chiropractors advertise because subluxated spines are a public menace — subluxated spines being the cause of chronic bad health, crippled mentalities and warped morals.

"The Chiropractor advertises because he recognizes the professional duty as a big personal duty, demanding extraordinary energy, investment and effort, not alone from his office, but from every other office.

"There is one big essential or no advertising can succeed.

"A big packer put out 100,000 small samples of a canned food in New York. He called it advertising, and it was advertising of

the most effective kind under one condition only. What this condition was the packer found out almost instantly. Advertising, to be effective, must advertise something of good quality. The 100,000 samples put out by this packer were spoiled goods. Instead of creating 100,000 customers or prospective customers, he created 100,000 knockers.

"Any merchandise that is advertised year after year, simply must be good, says the Minneapolis Journal.

"Why? If it is poor, the advertising exposes its poor quality, increases the number of its knockers. It dies quickly.

"And so, backwards, we get at the first fundamental of selling, which is, that the service sold must have quality.

"Lying advertising helps the poor goods to get new suckers, but it leaves behind a constantly multiplying army of knockers.

"This phase of advertising is so often overlooked. As a matter of fact, there are failures in advertising, due to the fact that it attracted attention to poor quality.

"So the Chiropractor must have service of the right quality to (1) get results and (2) satisfy his patients.

"Results mean health, satisfaction means something personal that goes with service, and is usually typified by courtesy and sympathy.

"Advertising is the Yankee shortcut to the minds of people you want to reach.

"It is most important to a Chiropractor, because people do not come unless they are already sold on Chiropractic.

"Advertising brings them into your office already sold. Your personal salesmanship is your method of showing them your mastery of their disease and your science, and by your speech, your action and your surroundings that you are successful in doing what you profess to do, and a man of pleasing and dependable character.

"This is a large job.

"But it is surprising how many different ways Chiropractors have of doing it successfully.

"There are certain fundamentals essential to good advertising, and I will touch upon them briefly.

"First, you must get the interest of likely prospects, and these are first of all, the sick.

"Second, you must stir their imaginations to picture the desirability of health, and

"Third, you must convince them that Chiropractic opens the way — and its needs to be YOUR Chiropractic, or the other fellow is benefited by your advertising as much as you are benefited."

In America are 105,000,000 backbones with subluxations. There are only 13,000 backbone button specialists ready to turn on millions (but actually only getting a few thousand); because the millions do not know us, about us and what we have, it appears that it is high time that we were buying white space more freely. The more white space we buy, the quicker we educate the masses, the sooner will we mop up this human job of inefficient waste surrounding us.

Let me make a homely comparison of how far printers' ink can go. Dirty hands. Every person who works gets them. Every person who gets dirty hands needs SOAP. What kind of soap — that's the manufacturers', jobbers' and retailers' question.

Every man and woman in the world has got to live, therefore, he must work, therefore, he gets his hands dirty, therefore, he NEEDS soap. The soap *most* RETAILED is the one most advertised. It's GOT TO BE that name and kind that comes first to the mind of him who needs it when he goes to the store for it.

Does the dirty man go to a store and ask for "a cake of soap" or does he ask for "a cake of — PEAR'S soap?"

The merchant is shrewd enough to know that the most widely and thoroughly advertised soap is the one most widely and thoroughly asked for, so he keeps it in stock because it is in demand. He wants to please his trade by being able to supply them what they ask for. What is asked for is easiest sold.

POTENTIALLY everybody works, gets dirty hands, therefore, needs PEAR'S soap, PROVIDING Pear's soap is the one most advertised. If Pear's don't tell the people, then they won't sell a single bar. If they DO they CAN become an every-house bar.

How many bars of Pear's soap are going to be made, daily, by PEARS? That depends upon how many are sold daily, which depends upon how many are asked for daily, which depends upon how much it is advertised and burned into the wanting minds of people, daily, who have dirty hands. It does NOT depend upon the HUMAN-QUANTITY-ELEMENT because that is potentially 100 per cent par at all times.

Theorizing, am I? All piffle, is it? Maybe, and then again, maybe not. Handing you a "college man's idle prattle," am I? You think that I think I'm delivering a book subject or a didactic-lecture in school, do you?

What I am herein telling you has been ground out of the university of hard-knocks, it is practical hard-headed GET-THE-

FACTS. It comes from the head, heart and hand of one who has lived it all the way. I talk to you as a successful business man who has that success behind and present, not in the future. Many men talk business and have none. I talk business, have one and tell you how it was secured, and analyze it so you can have one as good or better. (Writers who do nothing but write, preachers who do nothing but preach, and teachers who teach and do nothing but teach, have retarded the progress of the world more than any other body of men.) — "Here (referring to Davenport, Iowa) I found the most inspiring institution of any kind — bar none! — in America. Here I found MY teacher: A man who not only teaches about things but how to do things. A man who embodies in his life and work the principles of living and doing the Fine Art of Selling Yourself. Every minute I spent with Dr. Palmer I thought that genius is but perpetual, eternal energy." So states James W. Elliott, himself a Master Salesman and a Man Builder of Salesmen, in **HIS GLORY OF GOING ON.** (Edit.)

The Palmer School of Chiropractic is 22 years old (1926). The people who began that institution have suffered every possible degradation, privation, sacrifice. They began with personal, financial, scientific, legal and social obstacles which have broken millions.

(Turn back and read again the opening statement of this talk. Edit.)

The institution now owns 1,381 running feet of property, which is almost four city blocks long. This property lies within four blocks of the heart of Davenport, which gives you some idea of its value as city property. It lies between 8th and 11th Streets, on Brady (the main street), without an intervening street or alley.

Growing rapidly it is difficult to give figures accurately, because before this talk goes to print we will have outgrown them. On May 15th, 1921, this institution had over 2,500 students in personal attendance.

Since May 1st, 1909, over 78,000 sick people have passed through its clinics. Thousands of patients are being adjusted DAILY. It reputes to be the largest HEALTH clinic in the world.

Its statistics show for every student in school it averages two and a half population brought to Davenport. At that rate we will add to the population of Davenport (in 1921) 6,250 people.

It has over \$800,000 in buildings, the majority of which are modern in their fireproof, reinforced concrete aspects, etc. The corporation was recently reincorporated for two million dollars. It is a "closed corporation," no stock being on the market and none quoted on Exchange.

For five years it has been conducting, annually, the fourth week in August, a free post-graduate one-week's series of lectures for all Chiropractors of the world. The Palmer School is where Chiropractic was born and developed. It is from here its latest radiates to its people that they may at all times be up to the minute. Only the progressive and mentally alert come here to get this work. This Lyceum, free as it is, is in line with the policy advocated of HOW MUCH FOR HOW LITTLE.

The 1919 Lyceum had 5,150 in attendance for one week. 1921 contemplates 8,000. (No Lyceum was held in 1920, no building being large enough in Davenport to house them.)

The PSC owns its printing plant. From hand and machine composition to stock room, every process is done here. The plant eats up close to 100 tons of paper per month, issuing millions of printed productions. Our stock room requires over 20 tons of steel shelving to contain them, in reserve. One serial publication (December, 1920) ran 1,039,000 copies on orders alone. This is "THE PRETTIEST PRINTING PLANT IN AMERICA."

The PSC has a postoffice of its own. It receives between 2,000 and 3,000 letters daily and sends out 50 per cent more than that. Its mail is brought to the school and taken to the U. S. Postoffice with a PSC motor truck daily.

It is now erecting an exclusive classroom building, which, when finished, will be the largest reinforced, concrete building in the Tri-Cities. It will cover seven acres under one roof, and will house 21,000 students. It is 222x170x120 feet high. It will cost \$2,000,000, and have 4,528,800 cubic feet.

THE PSC owns and operates its own cafeteria. It was opened April 16, 1920. In the year which followed we served:

10,950	gallons of soup.
200,750	pounds of meat, or over 100 tons.
3,285	bushels of potatoes.
9,125	gallons of brown sauce.
31,025	gallons of milk.
3,500	gallons of 30% cream.
21,900	pounds of butter.
13,688	gallons of salad.
54,570	loaves of bread.
7,800	pounds of coffee; or 23,400 gallons.
16,200	dozens eggs; or 54 dozen daily, or 194,400.
503,872	meals.

30½ cents average cost, per meal.
131,313 customers at cigar and candy stand.
127/10 cents average sale.
37,256 customers at soda fountain.
167/8 cents average sale.
612,441 total of customers.

This approximates 1,700 customers daily, doing a monthly business of \$14,800, and an annual business of \$177,086.

The PSC students and families have on deposit an average of \$3,000,000 in the banks. They spend \$5,000,000 a year while attending school.

The PSC has a full-time, full-pay faculty staff; and, in addition, five full-time teachers. Its pay-roll exceeded \$175,000 in 1920, or over \$3,365 per week.

We grant that there is not another professional school, of any kind, that is anywhere near as large, that has faced the odds, fought the circumstances and done without state taxation or private endowment. There are few, if any, professional schools WITH taxation or endowment that have reached the size that we are. What is it then that this institution has done that has taken it out of the mass and placed it in a class by itself?

My father discovered a principle. I developed that principle. No matter how great that discovery or how wonderful the development *if not sold* it does nobody good and might as well be back in the womb of time.

I built an article. It was a better article than any other of like or similar kind or character. It accomplished ends others dreamed to attain. We did while others hoped.

Having established the article, we went out into the open market, cried our goods, advertised them, created a demand, supplied that demand and kept repeating the circle, increasing its size, shape, diameter and circumference from year to year.

I look around and find that every other successful BUSINESS has been built that way; there was no other way. They sold them the same way, there being no other way.

There was nothing new in any of this. All that I did was to introduce the *known* principles of BUSINESS into an UNKNOWN condition of PROFESSIONS.

Business produces and delivers. Professions believe in professing.

Business buys and sells known quantities. Professions believe in theorizing about unknown theories. Business must make good or

quit. Professions can explore, think, like, hope, fail and get paid for it all and get by. Business buys white space and rotates its service. Professions call such unethical and hide behind their cloth.

Is it consistent that there should be a double standard of morals? Must the women be straight and the men be permitted to sow their "wild oats?" Is it right that the man should demand what the woman has not the same right to expect?

If this is inconsistent, then how much different is this double standard between business and professions. Business *must* deliver. A profession can *profess* and get by. The merchant advertises certain qualities of certain things at certain prices. When called upon he must *deliver*. If he doesn't the Vigilance Committee of the Advertising Club is upon him and soon he will be tried by Court if he persists in defrauding the people.

Yet a minister can pray to beat hell and profess to get you into heaven. Does he DELIVER? Nobody knows, for none return to report. He professes and we pay accordingly. He advertises what he does, but does he do what he advertises?

Yet a doctor looks wise, guesses at what you have, makes an exploratory operation, finds he was mistaken 50 per cent of the time; does all this to get you well, but buries you "cured." Does he DELIVER? He professes and by due process of law can recover.

Why is not a profession *compelled* to come down to the same reasonable and consistent single standard of doing business the same as *business*? The problem of human relations and this great endless war between professions and businesses will never be settled until the present double standards are made into a single one.

I took the known workable principles of *business* and injected them into the field of a profession and just the moment that searchlight was turned on, bright and brilliant as it was, it melted thousands of superstitions, theories, vague and ambiguous thoughts. As soon as business principles were injected into professional theories, theories disappeared and business principles came foremost.

Chiropractic is a BUSINESS. The Chiropractor is a BUSINESSMAN. I am a SALESMAN selling Chiropractic service to the world. I use the same successful big working analysis of commercial service that any other successful big working business has used that DID succeed.

That's the "secret" of the largest non-medical institution in the world. It's not new. But, nobody ever thought of it before. Nobody, before, ever thought of forcing a profession to become a business. I did. I have done with OUR profession just what every business man has done with his business IF he succeeded.

Few people are salesmen. This is because so many think, speak, and act negatives. It has been said that the failure of the Ten Commandments to become a working principle of men is that nine of them are in the negative: "Thou shalt NOT —."

Ninety-five per cent think, speak and act the negative in their thinking, speaking and acting. Look about you, see the signs that start with "Don't." See the writings or talkings that use can't, shan't, won't, don't, musn't, shouldn't, etc. They predominate. Listen to a conversation. Count up those words on an average page of printed matter.

Examples: For FEAR of HELL, preachers FORCE people into church with BLUE-LAW Sundays. For FEAR of DEATH, we POISON our tissues or have our guts CUT OUT. For FEAR of the penitentiary we DON'T commit CRIME. And this is called personal salesmanship to PREVENT people doing THE WRONG.

Few think, speak and act the salesmanship of POSITIVES. That man who HAS succeeded does so by selling THE POSITIVES. Cite a successful man, listen to his mind as he speaks and acts — POSITIVES.

The Entire Story, Briefly Told —

First: Attract the eye to reach the mind.

Second: Go through the fight necessary to sell yourself to yourself

Third: Use printers' ink and introduce yourself to others.

Fourth: Deliver service with an article of merit.

DO THESE AND YOU HAVE SOLD YOURSELF.

This is the last word; and, it is just the beginning. It is graduation day and it is but commencement.

Addenda

For some of many reasons, this talk has been in great demand before Rotary, Kiwanis, Exchange, Gyro, Chambers of Commerce, Lions, Advertising Clubs, Insurance Sales Congresses, Traveling Men and many other sectarian and non-sectarian organizations, here, there and everywhere.

SELLING YOURSELF is based upon ONE fundamental. In speaking before sectarian bodies I have supplied this "one fundamental" to and for them.

I shall now follow with some of those.

Selling Yourself Insurance

I did not sell myself to life insurance of any kind until about five years ago. I am now 40, I have been in business selling myself ever since a kid. I have needed insurance from that time on, but I didn't see that need until the time stated.

I say, "I did not SELL MYSELF," not but what many men have tried to sell ME.

Insurance men have four ways of getting an audience with me to SELL THEMSELVES to SELL ME TO MYSELF.

First: They break in with a lie on their lips. In this, they unsell themselves and get no further.

Second: They get in as an insurance peddler. They go out just as they enter — empty.

Third: They come in as an insurance salesman, trying to sell themselves TO ME. They usually get nothing.

Fourth: They think (out loud) just enough to sell me to myself — leave — and let ME put my name on the dotted line.

No. 1 enters with "a personal word from Ex-President Taft" for me. When boiled down, Mr. Taft is a policy-holder in the company he expects to sell me on and "Mr. Taft says, 'It's a good company,' or he wouldn't be in it." That man goes out quicker than he came in.

No. 2 wants to sell ME insurance. My first question is: "How much do YOU carry?" If he tells me "None" then I buy "None." That man could not SELL ME because he hasn't SOLD HIMSELF TO HIMSELF to his own company or to THE IDEA of insurance. No man can SELL ME what he hasn't SOLD HIMSELF.

If No. 2 may tell me that he has sold himself a \$1,000 policy then he becomes but a peddler and he should hunt up customers who buy in peddler's quantities from peddlers. Having bought himself \$1,000 worth he thinks in \$1,000 limits. He thinks of people as being worth but \$1,000 to their relatives when they're dead. He places my business in the \$1,000 class. The \$1,000 is his horizon, hence he tries to SELL ME DOWN to HIS horizon.

No. 3 enters, talks, tells me WHOM he has sold, how much he has sold and why he sold THEM. But he hasn't figured out a way of SELLING ME TO MYSELF ON HIS POLICIES. As a customer of insurance, what do I care about him, his customers, why others buy. Figured out from THEIR angles does not SELL ME TO MYSELF.

No. 4 is one of those fellows who does not bother me. He drops in occasionally, watches my business grow, sees that we are prospering, therefore in need, and realizes that all prospering businesses are hard up for money. Some day, at an opportune time he suggests that if we ever need money let him know and he believes that he can help us. He does not bore us with his suggestions. There comes that time when we DO need money. We think OF HIM. We ask his plan. He suggests a \$100,000 policy as security. We see the logic of it to protect our credit. We buy insurance to get money to grow on. He struck us where we live. He looked at us as we look at ourselves. He sold us because he saw the thing we wanted to sell ourselves on. He figured out the angle of our buying minds.

These men figured that some day I would die and an inheritance tax would come due. Was I prepared? I was not. They showed me how I could be. They figured that I was incurring debts. If I should die was my business prepared to go on? It was not. I hadn't thought of that. They did! They showed me how I could be. They figured that MY debts would be cast upon my family, who did not incur them, and they would become a burden to them. Was I prepared to relieve them of MY burden? I was not. I hadn't thought of that. They did! They showed me how I could be. I was so busy in doing the thing that I hadn't given the thought to the protecting angles. They were personal and business protectors. They presented the thought. They let ME think it over. When I was SOLD it was I who called THEM to bring ME the dotted line. Self-interest prompted me to neglect it no longer.

For twenty years men have been trying to sell me themselves on insurance, but they hadn't sold themselves to themselves because to them there WAS NO REASON, therefore they couldn't SEE THAT REASON FOR ME. Hence I saw the insincerity of insurance, judging the thing by the men who represented it.

Finally two business men, insurance-men hit me. I call them "business-men insurance-men" because both of them ARE in business. They are connected with local, statewide and national enterprises. They own farms, city property, etc. Being IN business they know the demands of business to protect itself. They DID protect THEIR BUSINESSES. They saw that I was not protecting mine as they protected theirs. They presented why they did. I saw that I should. They could and they did SELL ME TO MYSELF, because they had sold themselves to their own businesses. One of these men carries \$125,000 and he sold me \$300,000. Another carries \$50,000 and he sold me \$100,000.

The man who is selling insurance from door to door to take care of funeral expenses, to make a living for himself cannot get the

angle of vision of a \$100,000 policy for me, therefore he HASN'T SOLD HIMSELF TO HIS POTENTIAL POSSIBILITIES and no wonder he can't sell me.

You insurance men say it isn't given the average insurance man to buy big policies for himself, because he can't afford it. IF the small insurance peddler had sold himself to the big insurance salesmen's ideas he could have just as easily have sold me the same. IF he has sold himself to himself, he will be just as able to sell himself to others.

IF he will sell himself a wider, broader, bigger vision and horizon of service of himself, he will sell larger policies to larger men, get the larger commissions, buy larger policies for himself, have the money to buy into businesses that are larger and thus raise himself above the plane of insurance peddling. All men must start, but many remain stationary while others grow on and beyond and become. Thought costs nothing but the price of effort.

IF he has sold himself to himself, he will turn those more commissions into more policies to himself and thus multiply his confidence and experience and necessities of businesses, multiply his viewpoint of other businesses, sell himself through others and multiply his salesmanship value to himself.

Having sold himself ALL he CAN carry, he will sell larger policies to larger men and thus the circle grows. He takes himself out of the \$1,000 peddler mass and puts himself into the "business-men insurance-men" class.

Selling Yourself Your City

The majority of people drift and float with the tide. They are so much flotsam and jetsam on the river of commerce. They come and go, shift with environment and flirt with circumstances. They shape no destiny, pursue no path, they mentally and physically wander. They do not sell themselves to themselves. They are sold to nothing or nobody.

When that great inner world of ours does not sell us to ourselves, how can we expect any person to be sold to his town, chamber of commerce or its or their common and mutual interests?

A few men in every city are sold to themselves. Those same men are sold to their city. Those selfsame few are making opportunities to increase their range of salesmanship of selling their city to other cities where the people are unsold, yea, they even go further and try to exchange our cities' products for their cities' products, thus helping other cities sell themselves to their own productions.

Thus some men grow beyond the usefulness of merely selling themselves to themselves; they outgrow the shell of mere man and become city-men, state-men, national-men and even a few grow to be mammoth world-men, such as Tom Edison, Westinghouse, Henry Ford, Swift, etc. Their salesmanship of themselves to themselves was so great that it encompassed a service that covers the world. They produce a talking machine in one city that sells that city to the world. Westinghouse is selling Pittsburgh; Ford is selling Detroit; Swift is selling Chicago; Palmer is selling Davenport, to a service that is greater than the man or money behind. Yet none of them could have been had not some such man sold himself to himself, then sold himself to his production, then sold his factory or institution to his city, and then sold his city to the world.

It's a great game, this SELLING YOURSELF.

Selling Yourself the Christ Idea

All the world, its businesses and professions, its people are changing. We are going through an almost unthought, unheard and unknown speed of progress. The last 100 years is changing us in a million ways. The telephone, automobiles, trains, airplanes, electricity have caused us to radically reverse many of the sacred things of former days.

Things we considered set have given way. Things we thought could never change have changed.

Businesses and professions, sciences and religions, all are rapidly revolutionizing to new concepts of accomplishing the age-old ideals under modern methods.

Churches, everywhere, are losing their grip. It needs no facts or figures, it is common knowledge. Preachers deplore it, their coffers show it, their attendance is decreasing.

Behind all churches is a common idea to better serve the people to the good and right things of life and living.

Inherently, bad does not sell itself, neither can good sell itself. No one thing is sold automatically, be it right or wrong. Religion to keep good, soap to keep clean, soup to keep alive, adjustments to keep well or undertakers to bury us, each *must* sell itself.

Prostitution sells itself. The ways and means are numerous. Beer and whiskey were sold on billboards everywhere. Isn't the Christ idea as good, or better, than any of these? Is there a single good reason why IT should not be sold?

When the U.S. went to war it had Liberty Bonds to sell; Red Cross campaigns to pursue; Salvation Army doughnuts to be sold.

What put them across? Publicity methods; salesmanship ideas; printers' ink; selling themselves. Uncle Sam was not above selling the idea to save humanity, to propagate the lesson of democracy for the world. Is the Christ Idea any less than any of these? Does it not desire world democracy? Trying to save humanity from wrong and bad? Then, why shouldn't they use publicity methods, salesmanship ideas, printers' ink, selling themselves?

The answer is, we never have, we don't see why we should, it is contrary to custom, our forefathers would not, it is unethical, it lowers the dignity for the cloth, etc. Grant all these true, is that any reason why they should be continued?

We "never have" used electric lights; "we don't see why we should" ride in an electric street car; "it is contrary to custom" to use a typewriter; "our forefathers would not" use a bath tub; "it is unethical" to advertise said our early merchants; "it lowers the respect for the cloth" say our preachers, for which their audiences diminish, their congregations lose interest, and their salaries decrease and they cry that the world is going to the dogs. Is that the reason?

The movies are about 25 years old. The automobile about 40. The Christ Idea is about 2,000 years old.

The movie industry is listed as sixth greatest, and the automobile as the fifth greatest in our present world. Any one or two movements which can get such a tremendous grip on the world's mind in that time must have delivered a SERVICE that commands respect. How was it done? We must respect THE METHODS also.

Seemingly THE CHRIST IDEA has never gripped the world. Two thousand years old, it has yet to percolate into the heads, hearts and hands of the multitudes. Will men kill men if they have sold themselves to The Christ Idea? And the little grip that it did have is fast being lost in this modern age that I have cited above, purely because it has not, can not or will not keep pace with that progress.

Pick up any Saturday evening or Sunday morning paper. You will find page after page of display stuff on movies and automobiles. In some papers entire sixteen-page sections are devoted to enticing motor trips to the country; spicy language drawing millions to the movie houses on Sunday. Movies and automobiles believe in SELLING THEMSELVES. They BUY space and sell the Sunday public.

Where do people go Sunday? To the SOLD IDEA of the modern paper. The automobiles, movies and the paper are a MODERN sample of our MODERN AGE.

On that same day **THE UNSOLD CHURCH**, unsold preacher, unsold sermon, unsold Christ Idea will go begging for a handful of people to listen. Why?

The lessons of the lowly Nazarene possess the greatest of all salesmanship possibilities. They are better than joy rides, vamp stuff or triangle tangles. Good will not automatically sell itself any more than will bad. Newspapers, movies or autos can not sell themselves so they buy space to do so. The church, somehow, has the idea that because it is **GOOD** and **RIGHT** that it should automatically sell itself, and if it doesn't we'll **FORCE PEOPLE TO BUY**.

Preachers are taught the Holy Bible. Preachers are taught to preach. They should be taught to know the human mind of this modern age, to do a few things which will bring them in contact with he-men; and above all, **THEY SHOULD BE TAUGHT HOW TO SELL THE CHRIST IDEA**. Knowing the Bible forwards or backwards, quoting any passage any time is not equal to knowing the people to whom you have to preach and how to put it across and sell them the thing. One article sold is better than 100 in stock. The preacher thinks because he has 100 musty articles that are right in his garret stock room that the multitudes should automatically flow to listen. But, how do **THEY KNOW** he has them? How does the public know he lives out in the woods with the best little mousetrap in the world?

Let there be a demand for a new church, or a desire to pay off an old debt, or a desire to boost up a revival meeting, how do the churches go about it? They forget all about that guff "respect to the cloth" or "it is unethical" and plunge headlong into modern business methods of getting the money or advertising for a crowd. A publicity campaign is indulged in, the fine art of printers' ink salesmanship is introduced. The public is sold the idea, the money **IS** subscribed and the revival **GETS THE ATTENDANCE**. Then what happens? The church lulls itself back into sleep and former days and former methods are again in vogue.

Why not regularly sell the public a regular **CHURCH ATTENDANCE IDEA**, or **ATTEND THE CHURCH EVERY SUNDAY** idea? People can be sold to **ANY IDEA**, right or wrong, as is evidenced in the fact that the world was once sold to booze and now it is sold to prohibition; once women could not vote, now they can. They sold us **THE IDEA**. It costs money to sell the people an automobile and what it can do, and it will cost the church money to sell the preacher and what he will say. Money must be spent if anybody expects to get a profit from it. The churches feel that they should not spend, but that they should reap a harvest from a ground in which they have planted no seed.

The church lives on today and grows on tomorrow. It lives today because of the people of yesterday. The people of yesterday run the church of today. The people of yesterday are thinking the thoughts of yesterday and yet expect the youth of today to come to the church of yesterday and think the thoughts of yesterday by the people of yesterday. And, somehow the people of today refuse and rebel. There are a great many people of yesterday's age who are progressive and live in today in spite of the fact. They want to move on, but they mostly live *out* of the church.

Today's business is secured from TODAY-people with methods of today. The great mass are being sold to live the modern life SIX DAYS of the week — on the seventh they're supposed to step back a century, into a building 100 years old, with its spinning-wheel-religious clap-trap — and they refuse.

If the church won't serve religion in a modern way ON SUNDAY, other things will. It's the preponderance of six-sevenths against one-seventh, the downfall and defeat of one day of yesterday against the six days of present thought.

The preacher is glad to own an automobile, to turn on electric lights, to read news received by wireless, yet he is adverse to advertising his church, sermon or what he is going to say. He wants all the modern improvements in everything else, but he demands that his church not be impregnated and saturated with this modern devilism.

Every hamlet, village, city, county, state and country in the world needs THE CHRIST IDEA. The inculcations of His lessons will benefit every mind IT IS SOLD to. Who should supply this want? The church! But, it is not any longer A WANT because the movies and autos have filled the vacuum.

The church must again take up its burden, create a demand, and then supply that demand in the most modern and most approved methods, even to setting a pace if possible. It should be a 100 year AHEAD leader instead of being a 100 year BEHIND follower. The church needs modern styles, electric lights, electric looms, automobiles, aeroplanes, Western Union telegrams and PRINTERS' INK. It can't be done with the hoop-skirt, tallow candle, spinning wheel, ox cart, horseback methods of yesterday.

For many years "music was of the devil" and would not be tolerated in the church. Forced (and that's the way to describe it) to give way, it is now two-thirds of a service. Printers' ink is NOW of the devil and the church WILL BE FORCED to take it up if they ever expect to compete with other modern things which now get the crowds.

Going to the legislature and forcing legislation through, forcing people to give up other things to force them to have no other place to go, thus forcing them into a church, will never win the crowds. The preacher must SELL HIMSELF to the Christ idea, SELL HIMSELF to advertising, thus selling the church to the great American public so that THEY CAN SELL THEMSELVES the Christ idea without being forced to it. It's a close race of salesmanship and who should sell himself first. The automobile and movies got busy, advertised and beat the church to the public on SUNDAY.

The "ethics" of yesterday MUST let go. They must take up the business methods of TODAY if they expect to draw the people who live in TODAY. The church of TODAY can't expect to get TODAY'S results with YESTERDAY'S METHODS. There are too many YESTERDAY-people behind the church and too few with TODAY'S ideas. The people have gone on, but THE CHURCH has stood still.

The church suffers with its professional-religious antiquity. They suffer from the illusion of the antiquarian who pores over too many musty records too much of the time. The people are thinking in terms of 1921. The average churchgoer lives TODAY six days of the week and tries to live YESTERDAY ON SUNDAY. He finds it galling and finally quits in disgust. He KNOWS that his BUSINESS GROWS with modern methods six days and knows full well why the church is dying on the seventh.

The church is going to be compelled to do what dentistry, osteopathy, medicine, Christian Science and all other "professions" will be forced to learn, viz., the sooner they get away from this "professional" rot and the sooner they trim their sails to BUSINESS METHODS AND BECOME A BUSINESS the better it will be off.

The church has SOMETHING TO SELL. The preacher IS A SALESMAN. Religion IS HIS ARTICLE. Let him SELL HIMSELF as other businesses sell themselves and the church will enter open competition and grow.

How large can a church be? What size should its congregation be? The answer to this is the same answer to any commercial question, viz., how great is the need and how much is it selling itself to those who need it? Every man and woman in the civilized world needs the principles of the Christ idea. The "need" then is unlimited in any district or location where there is a church or preacher. The church and congregation can be as large as he has money to build with and his voice can speak to. Is every church and preacher reaching that capacity? No, not because the need is not there, but because the church is not selling its talents to the multitudes, masses or classes.

Because of the absence of any selling campaign, it is unselling itself and losing its grip.

The church takes upon itself the burden of attempting to force the downfall of evil. It conducts legislative campaigns of forcing liquor, prostitution, closing movie houses, forbidding Sunday baseball, making it a misdemeanor for places of amusement to be open or people to take money for entertaining the public on Sunday, thus bringing about a blue-law Sunday compulsion AGAINST the things the church construes as evil. In addition, the church sits back content in its indolence, antiquity, respect for the cloth, in its ethical attitude and claims it beneath their dignity TO ADVERTISE AND COMMERCIALIZE THE GOOD they possess.

Good does not enter the human heart by way of the church forcing evil to stop. It comes about (or should) by the church SELLING ITS good goods. When GOOD is sold, bad automatically ceases. The church is as much antipodally wrong in this procedure in believing the good is a thing that can be plastered on the outside, as are doctors in thinking that "health" and "cures" are something that can be taken from a bottle or a teaspoon. The religion of good must come from WITHIN to without in the man. It can not come from WITHIN until the CHURCH HAS SOLD HIM ON ITSELF.

Permit me to become ludicrous for a moment. Suppose BUSINESS were to attempt to exist, live, thrive and enlarge itself in the same manner as do the churches — what would happen?

Suppose I happen to be the Methodist-department store. Its preacher-manager wears the cloth and lives up to the dignity and ethics of the profession as handed down to him for the past 2,000 years — modern in all things OUTSIDE of his store, but very antedeluvian in all things INSIDE that store. To advertise is unethical. To educate the people is undignified. Hence, this and other stores are getting no business. The churches, autos and movies are getting all the support, attendance and money six days in the week that my business should be getting.

However, I'll fix 'em. I'll go to the legislature and demand that the churches close down when I'm open; I'll regulate all other things that are alive to modern business methods so that they will be compelled to become as dead and as stale as I so I can get my share of their live business in my dead place of business. I'll force them down to my level of progression. He is a hare, I am a turtle, but by due process of law I'll make the hare crawl just as slow as I so I can get my share of the medal at the end of the race — IF either of us gets there.

Wouldn't that be an awful mess, IF it were indulged? Talk about preachers reforming the world! The place they should begin is with themselves, their churches, their audiences. Preachers who do nothing but preach and teachers who do nothing but teach lose contact with the world of doers, hence don't know how to reach the human mind with practical methods in a practical world. If preachers and teachers had to get out in business, be in business, conduct a business, learn to use their heads, hearts and hands TO EARN their living, they'd know better how to sell themselves, sell their religions, sell their churches and the world would be much better off for their being in it. Of all the miserable failures now existing, I think the church has less excuse for its methods than any other line of business. I call it a "business" because they HAVE something to sell and fail to do so. The world needs their goods, goodness knows, but the preachers refuse to sell. They prefer to force the world to come in under their roofs and then proceed to beg for their existence—for that's about all preachers get.

Just lately a revival has been conducted in our city. It was a temporary mental stimulant which consisted of peppering the newspapers and the people in the church. The campaign lasted three weeks. Now that this campaign is over, what? Back to the long hibernation for forty-nine weeks more. You get a religious drunk for three weeks and then expect the next-morning hang-over to last the balance of the year.

Suppose business did that, where would it be? Business keeps everlastingly after it. They advertise everyday of the week, in newspapers, magazines, on billboards, hand-cards and bills. Our business is being "peppered" every hour of the day, every day of the week, every week of the month and every month of the year. We use every legitimate means by mouth, mail and printers' ink to keep on keeping on selling ourselves. If WE revived our income of people and prosperity but three weeks in the year, we'd have about as little to revive as the churches have. "Revive" is the right word in the right place when used in reference to churches. It means to bring back when almost or nearly dead.

As a BUSINESS man, buying space to use printers' ink to GET returns, let me analyze and weigh carefully the nature of the newspaper ads which WERE run to "revive" this almost dead preaching-profession.

No matter how small the space or how poorly the space is used, it is bound to do SOME good, but keen advertisers expect to use the minimum of space to accomplish the maximum of returns.

In these religious ads there was no direct appeal, no direct place, no direct language. They must have been written by preachers, who know no more about business than they display at other times. Every ad was full of loose language and goat-feathers. Whatever good has come out of it is in spite of the space used and what was said rather than because of it. No wonder then, once tried, preachers complain that religion can not be sold through a newspaper campaign.

The preachers' only excuse for existence is that they have something to say and sell, they should talk about that direct and to the point, they should enlarge upon that to the exclusion of everything else, tell what it is, where it can be secured, close their argument and shut up!

Did these page ads contain anything precise, specific, exact, direct about the church, religion, sermons? Did it state the churches' purpose, where they were located, how to get to them? These ads were equally as elastic as the average preacher is in the pulpit; no wonder then that modern business people will not read church ads or come to church to hear more of the same thing.

Loose language is a common fault of all ministers. It is a common fault of the majority of people. That's why we find so many people in small business and so many churches with a small congregation.

This is a very direct age when language must say something. The average mind of today is a reader of latest editions, he is a thinker of practical magazines boiled down and he wants only the practical.

A certain preacher called, recently, asking me for funds for a NEW church. (There are too many churches now, for the congregations that support them.) It wasn't long before he told me to "place your trust in the BLOOD of Jesus Christ." I was surprised to think that any "intelligent" and "educated" preacher of this *modern* age could ask any business man of this age to put his "trust" in "*blood*." Suppose a business man who had a woolen suit to sell a preacher were to call upon that preacher and ask him to "place your trust in the blood of the lamb" of 2,000 years ago, which was the ancestor who gave birth to the sheep of today, from which the wool was made from which the suit was made, that he was trying to sell him. Good salesmanship? One is as practical as t'other.

Christ lived, he died, his "blood" has rotted the same as did his bones and muscles or those of the lamb that was sacrificed upon the altar. As well ask me to place my "trust in the trapezius lumborum of Jesus Christ." I know, as well as you, WHAT he meant; then let him say that. Why use loose language to say it? Christ brought forth

new principles and concepts. It is those in which I must put my working and doing activities.

Almost every preacher continues to sling that loose language stuff and then wonders why the congregation goes to sleep or refuses to come to hear him, to that point where he rises up in wrath and tries to force them to come, willy-nilly. Why doesn't it get under their hides; why can't he put over his best stuff to the worst people? It's unheard of salesmanship. He isn't talking this century to these people. He isn't on our wire. He doesn't know us or the modern people. He tries to force us to down the language of the day of Christ, NOW!

Preachers and religions suffer from the illusions of the near. They are so close to themselves that they refuse to see anybody else. They suffer from the nearness of antiquity.

Is it possible that religion can come into its own in a logical modern manner? Yes! Will the evolution meet with opposition? Yes! It is the friction in progress. Conflicts clarify!

Churches can redeem themselves and be born again the same as I have injected a new span, new lease of life into professions, viz., by turning a profession into a business and beating business to its own (my) game.

When will churches see the new order? I have my doubts. They have been trying to see it for 2,000 years. But, the clouds are breaking. Here and there are evidences of business reformation in church professions. Preachers are taking up advertising and churches are putting out electric signs over the streets; they are injecting moving pictures Sunday nights and introducing popular subjects and discussions. I have been asked to and frequently do give this address to churches. Following it, they begin to buy a regular weekly or daily space, pack their churches, deliver *modern* sermons, pass the hat and get something besides buttons, which pays for the ads, leaving a profit with which they increase their space; — so the church IS coming to and the human race will be better off when churches entirely come from under the religious ether they have had injected into them as preachers in schools that teach only preaching. When those colleges teach advertising, as well, then we will run intead of creep.

Will preachers agree with anything I have said? No. Why? Because they are preachers. If they agreed they would be as I and would have been doing the things I advocate. The very fact that they haven't been doing them shows that they don't agree.

Will newspapers or other advertisers agree with me? Yes. Why? Because they are advertisers; have tried advertising, know that it

sells goods, know that anything that isn't worth advertising should be advertised for sale.

It's the difference of the man who has succeeded, giving his opinion and being judged by the man who has failed and doesn't know why. The two minds are on different planes. The success speaks to the failure; the failure shakes his head and says, "No, it must not, can not be." The man who knows will concede he's wrong. The man who's wrong can not concede other is right, because he doesn't know.

The Story of SUPERSTITION

In dealing with people, they divide into two classes.

First group are superstitious, theoretical, believing in the mysterious. They theorize and indulge in day dreams. Their daily life portrays the visionary, flighty, and hysterical.

Second group understand things practical. They are matter-of-fact and want to know; reason everything carefully. This includes the materialistic, mechanical, take-nothing-for-granted, concrete workers of mind-over-matter.

Of these two, there are distinct types where either are extremists. From that, each kind blends into other so it is hard to define what category any one person may be in. You know people who are of one kind, and others you do not know WHERE to place. We know people who are practical when dealing with therapeutical question, but are superstitious in theological matters. All face problems — they are common to mankind. One may be a good financier and make money, yet lax and loose in so-called morals — in which category to put him, is a question.

Men should have reasons WHY they are WHAT they are, and why other fellow isn't. What our father did is no reason for what we do. What others did should be no reason for their action unless the reason WHY appeals with equal effect to them. Majority of people are bell-weather sheep.

Fault for existence of these types lies in ourselves and in education of the past. We were not taught to reason — the more we could be trailers, the better. Superstitions are easier than facts, hence we have a superabundance of non-essential theories hanging on where there should be truth. Theories lead into superstition, temptation; reason draws irresistibly to truth. Every person should be a working and thinking unit unto himself.

Superstitious person who goes to extreme is a bad fellow to deal with. Other person, living in a materialistic world, looking at everything with a concrete mind, is dangerous to progression. We use word "dangerous" advisedly. We do not mean as a criminal, insane, or fire-brand, but in hindering investigation into millions of things we do not know, thereby leaving better opportunity for posterity to bless rather than condemn us for having been here.

One word comes to our mind — CHANCE. Chance means hazard, risk, danger, maybe, if, but, no certainty, insecurity, not warrantable, unreliable, perhaps, etc. It spells lack of that that might not be justifiable for our actions. Few people think; many act the life

of chance. They chance every thot and action. You hear one say, "I don't mind taking a fling at this — I will take a chance on anything once." Go to a horse race. Friend suggests, "Take a chance on 'Mayflower', \$5.00 per fling." Down goes \$5.00. You had no REASON for choosing this horse over any other. It was at advice of a friend and he probably did same at suggestion of another "friend." You hear it said, "I will do so-and-so today; I may have good luck if all goes right." LUCK and CHANCE are seemingly great friends.

Styles are largely a matter of chance. Many wear that detestable instrument of torture — the corset — not because of pleasure, delight, or reason. It isn't because they are falling to pieces and need props, or because their form is that of a toad, or because they are sick and it will cure them. "Mrs. Jones does, therefore I do," or "Mother did, therefore I will." A short time ago, many had the craze of wearing some other person's hair. There was nothing comfortable about wearing a "rat". It was cumbersome, did not look good, colors were contrary, and did not fool men. Somebody wore one, therefore others "took a chance". If you are bald, reason it out and take adjustments.

A few years ago, there was a craze for pointed shoes. They pinched toes, produced subluxated toe-joints, and corns were the result. Walking was torture — not a pleasure. Reason should have induced women to keep the broad toe. Did they follow reason? Not until style changed did they change.

How many have heard farmer say, "We will not plant potatoes now; it is not the right turn of the moon." CHANCE. There are some who believe the moon has to do with growth in potatoes. Everyone who takes a chance BELIEVES there is something in it.

We have heard women say, "I will not wash today — a black cat crossed my path last night."

Consider question of wearing mourning. There is no need of impressing friends and relatives with sorrow. If theories and beliefs of religion and theologies are correct — that we step from this mortal world to a better spiritual sphere; leave worries behind and go to eternal peace; streets are paved with gold; we wear pearly white wings, play golden harps, and live on ambrosia — then we should be happy and should make friends recognize that state. Death should be a time of happiness, jollification; we should live those things at death which we TRY to make ourselves believe during life. Natives are nearer truth than we — they feast and have gay times. This we could not do for we are not certain, in this game of chance, whether we will or will not again meet friends as we have

been told. Odds are pretty to believe but do not work out when tried — so “we play the game.” We are in the stream of chance — cast our sorrows upon others, wear black as symbolic of death, want everybody to know we carry a burden showing it from head to foot, hence prove we have lost the game of chance known as death and eternal life.

A patient was wearing an amulet. We asked why. “This protects me from accidents.” CHANCE. We were talking with a woman who said, “You could not get me to wear an opal; an accident might occur.” “Some stones are lucky, others unlucky” — as if a stone controlled fate. There is no reason, logic, or fundamental why that should exist. Give us the “Hope Diamond” — we are not afraid.

You have heard, “I got out of the WRONG side of bed this morning.” There is no “wrong side” except the underside. You hear the story of the cock that crowed before daylight which “signifies something’s going to happen.” “I would not start a job on Friday.” Some say they would not sleep in berth No. 13 or Room 13. One time, going to Missouri, we had lower 13. Did not know who was in *upper* until 11:00 p.m., when we heard a call for the porter. We looked and saw a woman’s head with hair in knots. She said, “Porter, I can’t sleep with a man *under* my bed.” She would not take the chance. Next morning, facts proved she was a “Miss” and she looked forty.

We know a man who carries a rabbit’s foot. We have a student who carries a horse chestnut. Why? Good luck. Superstition. All these are mysterious, because there is no reason.

We could enumerate instances which magnify this mystery, but you know many we have not mentioned. Show folks do things by chance, because custom says, style says, “they say” it is proper. Trace “custom”, “style” and “they” to origin, and you’ll find people who were of SAME turn then as people today who follow them.

We mention these to show that external duties of PERSONAL LIFE are more or less governed by superstition and mystery. It is but a step from that to where we chance FINANCIAL life. We have games of chance such as roulette wheel, cards, poker, dice, horse racing, slot machines — maybe you will and maybe you won’t. There is always a chance.

Some, seemingly more practical, will not play another’s game, such as poker or dice, but don’t mind taking a CHANCE on mining, oil stocks, wheat and corn fluctuations of stock market. Chance sometimes wins, but wherever one man wins, ninety-nine lose. “One man’s gain is another’s loss.”

It is but another phase to CHANCE health. You chance your action with a chestnut or black cat — in PERSONAL duties; you chance it with the gambling house proprietor in FINANCIAL duties; you chance it with a physician in HEALTH duties. You place your money in hands of broker and say, "Chance this for me." If you lose you are sorry; so is he. If you win, you are glad; so is he. You do the same in health — put YOUR BODY into hands of another and say, "Chance it; get me well IF you can."

There is a superstition of King's evil. Should the King dislike somebody, a spell would be cast and that person would have epileps until he kissed the hem of the King's garment.

"How many people believe gold wedding ring rubbed on eye will cure a sty? Green apples cure colic? Earrings improve sight? A copper wire around wrist prevents rheumatism? Only nasty medicines cure? Whiskey is good for nearly any ailment? Moon affects lunatics? Tuberculosis is hereditary? Measles is inevitable? Typhoid comes from dead weeds or fish in drinking water? Red flannel (must be red) is good or sore throats? Sewer gas is poisonous? Smallpox can be telephoned from one person to another? Mosquitoes come from decomposing leaves? Malaria is due to night air? Robust people do not have smallpox? Scarlet fever scales are infectious? Raw beefsteak is good for a black eye? Drinking fresh, warm cow's blood cures consumption? Smell from a horse stable cures consumption? If medicine is good for sick people, it must be still better for well ones? Eating turnips makes one brave? Onions cure or prevent smallpox? Dead bodies necessarily breed a pestilence? Rusty nails produce tetanus (lockjaw)? These and many more myths make up fragmentary creeds on health we have inherited." Minnesota Public Health Association.

"How many people believe running matter of a calf's belly will prevent symotic disease curiously named 'smallpox'? That the watery part of a diseased horse's blood will cure diphtheria? Germs of typhoid will cure typhoid? Poison pushed to its 'physiological effect' will cure disease? Hydrophobia serum will prevent a disease not known? Cerebro-spinal meningitis will cure ditto? And so on, and on, and on! Really, when one comes to comparing old superstitions of 'the people' with those put out today by gentlemen who claim to be modern scientific physicians, one is apt (if wise) to take 'the people's' remedies — if forced to take either, which God forbid! — to those which our legislators often ignorantly force on us by their edicts." Homeopathic Envoy.

Some wear a red flannel for rheumatism; or a lead ring and, if tarnished next morning, argue "it is absorbing poison from blood." Some use goose grease and hog's lard for sore throat, grind up toads and lizards as a remedy against bites. In Canada, there are people so superstitious they believe if you scrape DOWN hemlock bark it is good for diarrhoea, and if you scrape UP the bark it is good for constipation.

There are people in our United States who place a Canadian nickel in ear to keep eyes from getting crossed. They teach it as part of their religion. Far be it from us to question an action when put upon that ground, for "all is possible with the Lord." There

are people who will not put on rubber boots because "they are bad for throats."

"Take liver of a strong bull, grind this into an infusion, give it to person who has weak liver." Liver for liver, you see. But liver must come from strong bull to weak man. It is said, "If nursing mother will drink plenty of cow's milk, the lacteal fluid will be more free from her." This is another example of superstition.

This idea is broadened when we realize to transplant from one to other is modern system of therapeutics — spleen for spleen; heart for heart; brain for brain.

"Feed Gray Matter to Feeble-Minded. This, Says Noted Roumanian Doctor, Is Possibility of Medicine. Recalls Old Ideas. Eating Animals' Organs Cures Diseased Human Organs Held Good Theory.

"Paris, November 1, 1912 — That one of the most curious practices of the ANCIENT Greek physicians, which is now ridiculed, is leading TO WHAT MAY BE THE MEDICINE OF THE FUTURE is the gist of a remarkable address, delivered by the well-known Roumanian physician, Dr. Iscovesco, at the final sitting of the Congress of Medicine here.

"'Two thousand years ago', explained the doctor, 'to patients suffering from an affection of any particular organ WERE GIVEN THE SAME ORGAN OF ANIMAL to eat with the idea of repairing the local waste and damage. Thus consumptives were ordered to eat sheep lungs, while for dyspeptics was prescribed a diet in which the stomach of calves ranged as the chief item.'

"At the bottom of this crude treatment, WHICH WAS PROBABLY MERE SUPERSTITION and which was REVIVED in a modified form with limited success by Dr. Brown-Sequard in recent years, lies, asserts the doctor, A PRINCIPLE OF VITAL IMPORTANCE. Each organ, he states, contains a special chemical compound which he has isolated, and which he calls lipoid. According to the speaker a long series of experiments shows, beyond all question, that the lipoid of a given organ, when injected into a living organism, GOES STRAIGHT TO THE SAME ORGAN to strengthen and reinforce it, and the latter, after a short time, also increases in bulk.

"Special importance is attached to the treatment of anemia by this method. The old treatment with iron, declares Dr. Iscovesco, was never absolutely satisfactory, while if a lipoid extract of blood corpuscles is administered to patients the corpuscles rapidly multiply and the anemia disappears.

"At the conclusion of his address Dr. Iscovesco, who calls his new system organ-otherapy, hinted that before long it might be possible to increase the intellectual power of the feeble minded by giving a lipoid extract OF GRAY MATTER TO THE BRAIN."

The Cleveland, Ohio, Leader, November 2, 1912.

System today, when you get sick, is "to call the doctor," who makes a diagnosis. He says, "Try THIS today and if you don't get better, try THIS tomorrow. Then, if you still don't feel better, try THIS third thing on third day." You continue trying, and so will he, until you do one of three things: get discouraged, give up

the doctor, or die. We have a medical book which says: "The person taking this prescription will either get better, worse, live or die." Prognosis was correct, regardless of whether allopath, homeopath, eclectic, or other branch of medicine — All theorize and fail to show elements of chance are eliminated.

No less an authority than Dr. Richard Cabot brot forth astounding fact that in fifty per cent of one thousand cases diagnoses were proven wrong by post-mortem. On fifty per cent in which they were right, he asserts THE MEREST TYRO could have told what they were. Here is the element of chance fifty per cent magnified and applied to facts.

All chance our daily lives upon knick-knack superstitions. M.D. gives broker his money TO CHANCE on wheat or poker. In exchange, public gives M.D. bodies TO CHANCE their healths. Both pay minister TO CHANCE their futures into heaven — or keep them from hell.

It is a game of CHANCE. There is risk and hazard with every dose of medicine. MAYBE you will pull thru from ether or chloroform; MAYBE "operation will be successful" — who knows? Always the report from the operating room, "Operation was a success, but patient could not rally." It's a game, when that razor-edged knife cuts out inners and proceeds to let patient die "by the best medical aid"; or should he finally, after long and serious tussle, regain somewhat of his former self, finds he is a mangled, denuded stump — he has been ROBBED. Medicine is bought. You take it but do not respond. BUT the fault is yours. The poker poked successfully, but the victim committed suicide. Failure was not the victim — he poked once too often. Every drug is a chance; every prescription runs a risk; every diagnosis is subject to question; every result is by chance. Medicine is as delusive as a sleight-of-hand performance, which to the audience is impossible and to the manipulator certain.

In most all games of chance "the house" stands to win eighty per cent, you to win twenty per cent. Keep up that pace and you go bankrupt — which happens sooner than later.

THERAPEUTICAL winnings are not fly-by-night or run by professed gamblers. There is a difference between "gamblers" who confess to being what they are. They make no claims to being better than what they do. Opposing this, we find an institution thousands of years old. It is regarded as ethical, legal, scientific. Men who play it profess to be opposite of what they do. They are, pillars of churches, robe themselves with sanctity of secrets of homes and lives, erect institutions to perpetuate it with sanction of public, work in open with Latin and other dead languages which public

does not know or comprehend. They wrap themselves with commendation of self-made statutes for exclusive and inclusive purpose of protecting THEIR rights of gambling upon humanity. No one better appreciates this than he whose home has been robbed of dear ones, whose lives have been shattered by health more undermined than when they applied for assistance, whose young have been denuded of their birthright and stunted in all that is moral and physical in growth of future life — those are the people who know!

There are three phases of CHANCE: first, theoretical or mental willingness to take a chance; second, risking of fortunes in a chance; third, risking of life in a chance. We enter every daily act — large or small, important or insignificant, with one or two states of mind: first, that of a BELIEF OR FAITH "that all will come out right"; second, that of KNOWING it will. It is impossible for finite man to reduce every chance from the cosmos; being finite, we cannot govern infinite, hence must do what is best under circumstances. But it is within our province to make all FINITE CIRCUMSTANCES COME our way. We can enter every deal blindfolded or with eyes open. We can increase or decrease elements of finite chance. It can be in maximum or minimum. It is within province of man to reduce risk to a minor providing we KNOW subject we propose to enter. Because another has studied the game for years does not preclude our asking, investigating, and searching for facts before we enter. The more we know of other industries, better can we knowingly enter, and less risk do we maintain in entering. Many follow another's lead. Others investigate, see the swamp, and refuse to be drawn. One guessed; other knew. Faith and belief are blind — nothing is based on fact unless WE KNOW, then it ceases to be faith or belief and is knowledge. We have been taught a faith and belief and coax ourselves to think it is knowledge. They are prejudiced.

THERAPEUTICALLY speaking (materia medica and therapeutics) getting well is a game of CHANCE where odds are 100 per cent against you. They are 100 per cent in favor of "the house". In gambling, you have 20 per cent. Of course, medicine is correct; operation was technically compounded; but what about the sickness? More medicines, more operations, more existence becomes a hell. You take long odds on this game of chance to get well, therapeutically. There is no drug made — past, present, or future; no instrument made — whatever shape, form, or size; no device schemed, that ever reduced disease from beginning of history 'til today. Disease is an EFFECT; to TREAT is to double the burden. Life patient possesses flows FROM WITHIN. It must

fight not only disease but also drug which multiplies labor. So long as effects are treated, a change cannot be expected in human bodies regardless of theory upon which tried or method used — PRINCIPLE IS WRONG. So long as roulette is used, there will be losses to patrons and gains to "the house". Wheel must be discarded and money made upon a strictly EARNED basis; then will each worker get, in ratio, what he meritoriously WORKS FOR. When medicine is put on DELIVERY basis, open and above board, prescriptions written in Yankee, physicians paid in degree to satisfaction they bring patients, and courts uphold that which meets approval of public opinion — then will deserving suffering humanity obliterate their bodies and minds being used professionally and legally AS a machine in and thru which the game of chance can be perpetually experimented with. Should you, as patient, get disgusted with this continuous taking of dope, with a half dozen operations and scars to exhibit to your discredit — and you raid this gambler's den of medicine — you stand no chance because this gambling hall is protected by statutes and backed by police power of the state. You protest but you have nothing to gain. If you have lost in this game of CHANCE, lie down and die — then tell your troubles to the nearest angel. That is all the satisfaction you get UNTIL somebody big enough champions your cause, will fight the battle of the many which you cannot fight alone. There are few people who fight for the other fellow.

You go to a gambling house to take your throw at a game of chance. They give twenty per cent profit to act as a "come on." If you lose everything at first throw you will not go back; but if you win sometimes, it is a feeler, a leader.

With this game of chance — health — when you lose an appendix it is gone forever; you lose tonsils and never get them back; you parboil stomach and never get it to its original state. When your life has been needlessly sacrificed because of experimentation, theories, etc., it never can be restored as it was. When physician-gambler enters door, say goodbye to all which you hold dear but never will see again. You have no "come on", there is no feeler, and there is no recourse.

There is a philosophy, science, and art to gambling. Why? Because gambler wants to win and you are willing. No one knows secrets but the man behind. Art? Only as manipulated by him who makes that his business.

There's a philosophy, science, and art to medicine. Why? M.D. has invested money, time, finance, and ability in scientific, chemical, and legal trickery. By the time he has made it back, with 5,000 per cent interest — he is in a rut. Science? He has successfully pulled

the wool because for four years he was taught how to befuddle. Art? Where every element of loss is reduced "to the house", and every element of gain favors the M.D. — it's the game of "Heads I win, tails you lose." And why is their sway undisputed? No one has successfully contradicted his right to continue to fleece humanity. By "successfully", I mean to prove this gentleman-gambler fundamentally wrong in his personal, professional, scientific, and legal premises upon which he claims his rights. CHIROPRACTIC has been and is doing this.

You have seen sleight of hand performances — he holds up your hand with \$1.00 and makes it come out \$6.00; picks dollars out of your clothes, etc. Sleight of hand work appears different from what it is. In reality, it is not what it appears. In ye olden days, a man came to the fair or circus with three shells and one pea — "Which shell is the pea under?"

And how many times does therapeutical gambler make and gain in like manner. "I wonder whether this drug will kill or cure this patient." He and you are willing "to take the chance" — he, knowingly, and you, innocently — but he does not warn you what chances *he* is taking, therefore *you* pursue the path of least-resistance and get stung. If you try another gambler, he's as bad or worse — there's nothing gained jumping from pan into fire. Should you search for free air, water, and sunshine — LIBERTY — you will find even that is protected by strictly construed statutes and backed by police power of the state.

What do YOU know about the human-roulette-wheel that grinds people to death in this gambling game? If you reasoned, you'd know; if you knew, you would investigate rather than take chances. Never bet on another's game, regardless of what. We do not buy land unseen or stock unknown; neither would we tell another, who knew his game, which shell the pea was under. We have yet to put our first nickel in a slot machine or first dollar into any enterprise that carried with it an element of finite chance.

There was a time when all stores, booths, and shops believed in "Caveat Emptor" — let the *buyer* beware. That sign should be placed in every physician's office. We further suggest it be placed in every Chiropractor's office and then say, "Beware of what you buy; investigate before you take." It would drive one class out of business and simplify education of other.

PRINCIPLE means a great deal to some people, and little to others. Gambler spells it "principal"; he who labors for reward spells it "principle". Principle brings synonymous words as law, reason, logic, intent, truth, axiom, rule, cause, order, sequence, confidence, and reliability.

Few LIVE with and for principle; they exist in spite of it. Few figure WHY they do what they think and do. They seldom REASON what they think. They are on habit bent along certain lines, not questioning whether right or wrong, whether impelled principle, obligation, or what not. This is more noticeable in going to college, occupation, politics, religion, kind of doctor employed, mode and place of living, clothes worn, etc. Few PUSH onward, many work only under impetus, most are gravitators.

People condemn that upon which they are ignorant, and endorse that upon which they are prejudiced. We have little regard for him who makes his living thru business diplomacy or policy. There is little, if any, honor or honesty in either. Diplomacy and policy are hesitations, and he who compromises is lost. We should dress comfortably, eat what is good, drink what is needed, and do what Innate dictates. Not many do. How many things we could do if we would without restricting another's doing the same or different if he wished.

Every thot and action should be self-analyzed, self-tested, mentally and physically. We should prove correct every action before we follow; it should contain elements of fact and truth; it should be logical before we accept it. How many can say you are conscientiously doing your daily life in that manner? Tomorrow, *try* to follow our suggestion. Question everything before you do it. After severely questioning it, see whether you *would* continue to do as you would have done had you not questioned. Your daily procedure will be modified in fifty per cent, if not more.

Under PRINCIPLE, we discussed generalities of life and how they should be guided by reason. It is a blending gradation from generalities of life to that to which we now draw close — FINANCIAL consideration of PRINCIPLE.

To a greater or lesser degree, we all work to get something. Perhaps it is riches. How are you doing this — will you succeed? If working FOR money, there is only one way to get it — have your foundation, attaining of SOME OTHER END, based upon principled delivery, and, as a consequence, following thots will grow:

1. You grow rich when you earn what you give.
2. You receive in ratio as you give.
3. You accumulate as you labor.
4. You will be rich in ratio to that which you dispense to fellow man.
5. You will know in thot that which you give in action.
6. You take what others give by what you give them.

7. You cannot keep dollar you have not earned.
8. Reciprocity makes for wealth.
9. The penny-wise man is not rich — he is pound-foolish.

Storehouse of success resides *within you* in what you give the world. From time to time you observed us with sleeves rolled up, coatless and hatless, digging, cutting, shoveling, and doing manual labor. There is no greater satisfaction than labor. We will never receive more than we make it possible to give. Give to your town what you expect it to give you. Give it little, and it retaliates in like coin. Give it much, in health and personal values, and it returns financial equation. Enter a town and determine to bleed it, and you fail. Determine to give the population health, and they reward you handsomely. That is the PRINCIPLE of finance.

Merchants start business with carefully selected goods, beautifully stocked shelves, backed by sufficient capital and expensive advertising — yet fail. They did not put success into their business. There is a boy who hauled trunks for twenty-five cents, in earlier years, who today is amongst you doing good. Getting mentally or materially rich is a matter of principle, gained by personal labor.

As we work hard to earn, as a matter of principle, so must we discipline TO LEARN, as a matter of principle. We never accumulate knowledge unless we study. As we analyze how to get rich, so must we analyze how to get well. Principle is that condition which forges reason, blazes the path, constructs the vehicle, and delivers the product.

Bright's disease, tuberculosis, rheumatism, and other diseases are EFFECTS.

1. PRINCIPLE says there is a CAUSE. Life and death are contrasts in opposite extremes.
2. Principle says there are multiple variations between life and death.
3. Principle says we are born complete, should live altogether and die of old age the same way.
4. Principle says we are units, sufficient within ourselves, except for air we breathe, water we drink, food we eat.
5. Principle LIFE at birth, leaves it with us until we die. Life and disease are comparative in degree. To increase one is to decrease other.
6. Principle says life is only within thon's self — is not in dopes, plasters, lotions, pills, blisters, and operations. What you need when sick is MORE LIFE. Can a knife give it; does poison

get more? It is a hit-or-miss, go-at-it-again-by-another-route, start-over-again, etc.

7. Principle says life is a fixed commodity, immutable, unswerving — same in all sexes, colors, shapes, forms, and sizes. It does not vary or fluctuate.
8. PRINCIPLE says, in analyzing, if there is effect there is cause. If cause, analyze; if analysis, adjust; if adjustment, there is life; if life, there is no disease; if no disease, no effect.

That is an axiom. Many work that idea in daily lives. That fact is good in you and us, in one or a million, for black or white race — color of person does not change principle. It is good in Europe or America — at North or South Pole or at Equator. It is good in desert; good for beast and human, for a millionaire or those who are penniless, for bird or fowl, fish or reptile, insect or microbe. **THE PRINCIPLE IS UNIVERSAL.** It is alike to one and all — **IT OBLITERATES ANY ELEMENT OF CHANCE.** It is as a thing fixed, as something unyielding — a standard.

When a Chiropractor deals with **THAT** idea, he obliterates chance in his work. He has nothing to lose — everything to gain. He and his patients have everything to receive in giving, for he who gives most receives most, and he who accepts most delivers most. That which gives birth to mankind, forms him, maintains him, disintegrates him, is the name we ascribe to a law which knows no change. History has many rolls, but **LAW** is eternal. **LAW** in man is Innate Intelligence. You are not working **WITH** Innate but permitting **THON** to personify naturally created objects. Your desire is that Innate manifest itself in the composite compilation. In doing this, you trifle with no game of chance — it is **PRINCIPLE.**

Systematized units are constructed, regulated, and ruled by **PRINCIPLE** alone. This law is applicable to every caprice, all shades, colors, and monstrosities of man. You pay attention to law and it will become a habit. You have gained your object because you deliver to receive and accept to deliver. He who works for money never gets it — but he who works for something else gets the by-product. It is foul judgment to attempt to abort, contradict, or permit it, no matter what the means or how. We win for we are backed by axioms. Dice are not loaded — it's a case of "there are no dice."

CHIROPRACTICALLY, getting well is a legitimate vocation. Every adjustment given or received **INCREASES PROFITS** to both, for no matter how much Chiropractor gives, patient receives more. Chiropractor has removed no organ or tissue, has ruined no texture or structure, has not paralyzed, stifled, stimulated or inhibited any function — he has neither added nor subtracted,

divided nor multiplied anything abstract or concrete; he has no mistakes to cover or apologies to offer — everything is returned as he received it. He has permitted to be RESTORED that which patient needed — more of Innate life resident within body of diseased party. This cannot be said of therapeutics.

From ruins of failure arises tower of success. Brick is made from dust which might have been brick. Success thrives upon manure of incompetency. A Chiropractor builds as medicine has failed. If medicine had not been a game of chance, we would not have been here. Because it possesses elements of chance and has failed, we have opportunity to uncover success without chance elements.

M.D. quits medicine to study Chiropractic, thinking it a more successful way to treat and cure *disease*. Osteopath, who takes thirty minutes to give a treatment, studies Chiropractic because it saves twenty-nine minutes — he thot to possess a more successful way to *stimulate or inhibit circulation of blood*. All are disappointed because Chiropractic is not what THEY thot; its problem looms larger than they considered. If one sticks thru this period of unrest, all will be well — he will make a Chiropractor. If he finds work hard, means living to PRINCIPLE, and desires something easier, he will gravitate to those types of Chiropractic (?) games where chance predominates.

Assume student is thirty years of age. His state of mind is thirty years of gambling against one of principle; thirty years of crime battling with one of honor; thirty years of floating, trying to stem tide against one of swimming.

Says student who is thirty years of age, and a student of Chiropractic one year: "Chiropractic is good for headache, but what about neuralgia?" "Mr. Jones had rheumatism and he is all right now, but he had rheumatism in *right* arm — suppose Mrs. Jones' *left* arm had been affected; what would I do?" "Mr. So-and-so said adjustments are good for constipation, but where would I adjust for diarrhoea?" "Adjustments are good for cold feet, but would they do anything for feverish head?"

Note lack of application of PRINCIPLE? He thinks Chiropractic good for *one* disease in one portion alone. IT IS A PRINCIPLE with which we work. It is broad enough for all mankind. ONLY difference between "any disease" which any animal or man might have, irrespective of color, shape, size, or form, is one of DEGREE of effect which is dependent upon DEGREE of subluxation and DEGREE of pressure upon nerves. Why let DEGREE change all that should be PRINCIPLE in your mind into CHANCE in practice?

Innate is a UNIVERSAL principle, found *everywhere* in all things at all times, irrespective of shades of difference man has been educationally taught. If education has done no greater damage than to make him see limitations in all things, it has done that which it will take ages to undo. He is taught, religiously, that God is omniscient, sees all, makes and unmakes all — why not KNOW it, endorse it, use it? Innate is as UNIVERSAL to objects of composite purpose as God is to the universe. Why not use common sense with yourself as with heaven or hell? Education has taken him *from* principle; it has taught him to watch for chances. We assumed at the outset it was education which did an irreparable harm. Smoked spectacles were placed on him without his knowledge and consent, at birth. Without thinking, he has permitted them to remain, holding that that they are *a part* of his anatomy, when one ounce of reasoning would convince him otherwise. It is that ounce of reasoning we now ask him to use.

We are living on the Great Mississippi — the Father of Waters. You can board a boat at Fort Snelling and go down the same river to the Gulf of Mexico. Many have crossed Mississippi on ferry boat, to Rock Island, Illinois. You KNOW you can cross to Rock Island, “but that boat would not go to Muscatine, would it?” Why not? “Because it is a FERRY BOAT.” You KNOW you can take a boat here and go to St. Louis, “but would that same boat go to St. Paul?” Why not? A boat is a boat, no matter where it is. It will go anywhere there is water. DISTANCE is THE ONLY intervention.

You think there are elements OF CHANCE in boats. This is the same river from source to delta. So is man the same from morning to night, from time he is born until he dies, from life to disease, and from disease back to life again. It is a question of PRINCIPLE.

Therapeutically, quinine is prescribed for malaria, and physicians do not use it for paralysis. Vaccine is given for smallpox, but not used for deafness. There is typhoid antitoxin, but it is not used for baldness. There is antitoxin for diphtheria, but it isn't used for pleurisy. Potassium iodide is used for paralysis, but not for diarrhoea. There are salts for constipation, but not used for Bright's disease. Every pain has a special remedy according to where it is. Pain in heart would take one remedy; pain in lungs would take another. These are opinions of ONE allopath; another of same school would urge another line. Eclectics would possibly advise fresh air and no drugs; another, a change of climate, different altitude, etc. Considering mistakes in diagnosis, latitude and longitude permitted in prescribing, varying fluctuations in per-

sonalities under different modes of living, there is no set rule in medicine to attain success. It is a hit-or-miss, go-at-it-again-by-another-route, start-over-again, etc. Even size and strength of dosage is subject to caprices of mixer.

There is no principle involved in theory or process of medicine. It is a question OF CHANCE. What is good for you might kill us; what may make us better may make you worse. One physician says one thing will stimulate; other says it won't.

With Chiropractic, every disease is a dis-ease. Every dis-ease has ONE cause, ONE location, ONE spine. There is ONE subluxation for only ONE dis-ease. That ONE pressure is upon ONE fiber or set thereof, hindering ONE functional current or set thereof, going to ONE specific location, producing ONE characteristic symptomatology or pathology. Everything is SPECIFIC in logic and anatomy. ONE effect determines EXACTLY where ONE cause is. It makes ONE dis-ease with ONE cause and ONE adjustment upon ONE subluxation; makes impossible ONE dis-ease, with ONE result — HEALTH. As destruction, so construction WHEN REVERSED. That which will cure is ONE thing — Innate Intelligence. We cure ourselves under adjustment process. Under therapeutics, drug cures. Innate is ONE essentiality you possess. All we do is to make Innate possible. You have enough health IN YOU to cure, if thou could be transplanted. We know law is law and is everlasting. What the disease is, is a squibble-squabble. Disease being a question of DEGREE, is but a question of TIME until you are well, and TIME is element that Innate measures.

Chiropractor knows each person is subject to law alike in all. Law being *within* the person, adapts itself to peculiar manners of living, etc., ad infinitum, of EACH individual. LAW does that — not Chiropractor or drug. This takes place *within* patient from common source which flows thru him as it does each of us. Knowing this, it is easy to find the spine, find subluxation, and adjust according to an infinite rule which could not vary regardless of how much our finite educations desired. We cannot find a subluxation that does not exist; we could not produce a subluxation if we desired; we could not pervert currents into wrong nerves if we wished — all we do is to correct that which we find out of plumb. Once this is done, our endeavors are at an end. From that time on, LAW does what is needed to change sickness to health. All element of chance in diagnosis, prescription, and failure is unequivocally erased. PRINCIPLE is now finitely personified, set forth, and idealized for first time in history.

Students and patients come to TRY to learn, TRY to get, TRY to do, TRY to deliver A GAME OF CHANCE. Their minds work

with THEORY OF CHANCE while they TRY to direct hands to accomplish results of PRINCIPLE. It doesn't work, and they wonder why. He who thinks evil cannot work good. He must think what he expects to give. As students or patients they cannot think, "This is ANOTHER game of chance — let us try a fling." If they come with that state of mind, it is a question of time until they restrict bodies in principle.

Student's mind seeks element of THERAPEUTICAL CHANCE by MIXING, while patient FAILS to receive results he tries to accomplish. All the time student wonders why.

Many look at Chiropractic as if it were a game of chance — good for some things but not for others; all right as far as it goes, but it doesn't go far enough. It is applicable to all things, under all conditions.

Resolve your mind's efforts into study of principle, then you won't ask nine of ten questions you do. Study PRINCIPLE, and you can't ask CHANCE questions. Chance says maybe; but principle says two times two is four — not sometimes but always.

Is Chiropractic A GAME OF CHANCE or is it A PRACTICE OF PRINCIPLE? "Will oil and water mix?" "Will chance and principle cohabit?" "Will they mix in theory or practice?" NO. Neither will chance — study and theory — practice mix with PRINCIPLE of study and practice.

The Story of A STEP BACKWARD TO GO FORWARD

The world has been seeking one place, one method, a specific for the cause and cure of disease. They started searching with effects and from that tried to trace backwards—five thousand years of empiric and arbitrary trial by error and error by trial, failing at every turn.

Chiropractic started with fundamentals, found a specific cause—vertebral subluxation—and its adjustment (See THE SUBLUXATION SPECIFIC, THE ADJUSTMENT SPECIFIC, Vol. xviii, Palmer). We climbed our way of researching fifty-five years, thru meric system, all twenty-four vertebrae, to finally reach one in occipito-atlantal-axial area.

At one period we researched a neurological-physiological, inferior meric system of the body. Later came a superior meric system of the brain. Later came majors and minors. Finally came the specific.

Majority of present-day Chiropractors were taught adjustment of vertebrae ala inferior meric system. Majority of Chiropractors today still use older inferior meric system. It's hard to teach an old dog new tricks.

Today, 1950, specific work is on decided upswing. It is growing in understanding and use, numerically. Specific work is growing; meric work is on decline. A glance down the line of ideas advanced by many others shows upper cervical work.

In our work QUESTIONS AND ANSWERS (Vol. XXIV, Palmer, 1950) more questions were asked on adjusting, where, how, why, and specific work, than on any other subject.

Gradually our profession is climbing. The PSC was emphasizing the specific, which was to be expected as it was our latest and best conclusion following our research work. The PSC was using it in instruction, emphasizing its greater importance and value. Our public and private clinics were using it—exclusively in the private clinic and almost so in the public clinic. Members of our PSC faculty were using it almost to a man on almost all cases. The reason was obvious; by its use we were getting worse cases well quicker than by use of any other method.

There are five general classifications of practitioners in our profession:

- a. ALL and exclusively specific, using no meric system.
- b. Specific except for an occasional meric "adjustment."

- c. Specific AND meric mixed without regard to value of one over other.
- d. All meric with occasional specific, these people contending "they do adjust the specific" because they think they ARE specific because they "always throw in an atlas or axis with the rest."
- e. Those who "adjust" backbones regardless of where, how, or why, and throw in many adjuncts, modalities, and medical methods of treatments heterogenously.

Chiropractors sending students to The PSC hand them a line about as follows:

"The PSC is THE school. It is where Chiropractic was discovered. It was there it was developed from a theory to a science. It is this institution the medical men attack, mixer Chiropractors condemn. It is the *one* school known the world over, with a reputation for fighting for Chiropractic, defending it. A diploma from there is worth ten of any and all other schools; so get all the Chiropractic there you can. Get their latest ideas on specific work, but also get all the meric system work you can; because, whether right or wrong, patients do like to have their backs worked on — the more the better. The more they get, the more they think they are getting for their money. If The PSC does not teach meric technique, get it elsewhere if necessary — but get it."

For years, The PSC taught meric technique in a half-hearted manner. We no longer believed in it; it was not adjusting subluxations; it was mere backbone punching, camouflage, deception to patient, accomplished no good. We believed it better to struggle trying to educate students to be honest with themselves, their patients, as we had been honest with ourselves. In spite of all our educations, students consistently boot-legged methods from bootleggers who hung around Davenport hotels like bloodsuckers, leeches, making exaggerated claims for their meric system technique values. Poor innocent students knew no better. They bought, paying from \$25 to \$100 for one or more "move." They, in turn, knowing little or nothing about how they worked or what they did, repeddled them to classmates at \$5 and \$10. All bootleggers were interested in was money they got out of students who could ill afford to waste what little they had.

Once in a while we would tell our classes we had printed all 208 "moves," describing and illustrating them in a book ("AN EXPOSITION OF OLD MOVES") which we sold for \$5, which is not now worth 5c — but if they must have them, that was the

book to buy. Did they believe US? No! They preferred to be swindled by some person who DID buy the book and who peddled one or two "moves" for \$25 or \$50; who tried to demonstrate their use when he didn't know what he was trying to demonstrate. People ARE funny!

Knowing students got them regardless, diluting the specific values of specific work, bootleggers somehow convincing them meric system work had an exaggerated value, we decided in 1950 to take a step backward and teach meric moves, placing a realistic valuation on them; teach their right uses as only we could, because they were all ours in their development down thru the years in the first place. Nobody could do a better job of more realistic instruction than we.

It were better we taught them right, than bootleggers teaching them half-heartedly and wrong, with no thot of whether they were better or worse, whether they were more effective or more dangerous conditions they did not know, with the hope that comparison would prove which is better to use.

It is difficult for us here to understand how and why we have spent 55 years of honest, sincere research, stepping up proof of how to take worse cases and get them well quicker, and then let some bloodsucker come in overnight with no experience whatsoever, or some student who knows less than nothing about any move he offers to sell, prey upon ignorant students, making exaggerated claims which he cannot prove, and students shell out meager incomes and fall over each other to buy. Why?

It would be like offering transportation with Pullman service or aeroplanes, then letting some fly-by-nights blow up the supreme advantage of the covered wagon and the mobs go mad to climb on their bandwagon. Why? You tell us!

There has been a consistent cry amongst our people for "scientific development, proof, and progress." This we have conducted insisntly for sixteen years in The B. J. Palmer Clinic laboratories. As rapidly as we have established facts and break-down analyses of those facts, and printed them, we find many who deny them, persist in outmoded methods, preferring some cellar or garret antiques, discarding progress and denying the new.

Thot is still lurking in minds of many that there is more merit in meric, even to those who profess to be specific, using meric here and there, then and now. Like Chiropractic, if the specific principle is right, it is 100 per cent right.

We cannot understand why average child discounts parents' experiences and lessons learned therefrom. Neither can we under-

stand why average student of The PSC belittles unlimited research and conclusions reached, and sincere and honest facts ascertained and taught; and, as a substitute, places unlimited confidence in theories and opinions of novices and tyros who do not know what they offer for sale. What is the reason for this unreasonable action?

We risk everything, if wrong; risk nothing, if right, on what we advocate, teach, and use in our private clinic. We have more to lose than any other person—reputation of 55 years, failure, business, etc.—IF we were wrong. It would be foolish for us to advocate wrong premises. We, at The PSC are anchored to a location with a tremendous investment. These fly-by-night bootleggers can risk everything, have nothing to lose because they are unknown, here today, gone tomorrow, carry their investment in their vest pockets. They skin the cat all ways and go back into the unknown tomorrow; leave the sucker buyer holding an empty sack not knowing which shell the pea is under. They sell a blind pig in a poke, often under strictest secrecy. If the buyer is stung, he has no recourse. Peculiarly, sucker buyers never learn. What is that trait in a profession which makes them easy-marks for grafters and drifters; which makes them suspicious of everything true, right, and substantial? You tell us!

The Story of
NOW WE HAVE HEARD EVERYTHING –
THE LAST WORD HAS BEEN SPOKEN

Following are extracts from three letters received on dates stated, from a Chiropractor. That he, like many others, is sincere and honest, we have no doubt. It is but another example of some ideas presented us with the hope we will adopt and adapt.

April 18, 1950

"The G-P-C Servers are now using the 'laying on of hands' method to a small extent to heal the sick. They find by contact of left side to right side, they can in many cases reposition atlas without even going near it. This all seems related.

"Furthermore, I, myself, have come to the conclusion that the Fountain of Youth lies within the same field of thought. The Bible substantiates my deductions. I am interested to know what you would have to say regarding this possibility.

"What I propose to write next may appear at first to be a silly motive. You have exceptional powers of deduction so I'm going to put it candidly.

"Considering that the state of health is the equal balance of energy on the two halves of the body, we see that if the energy becomes unbalanced by atlas being out, it may be put back by adjustment, or by equalizing the energy in other ways for the purpose of drawing atlas back by internal forces. It has been found that by two people contacting LEFT SIDE TO RIGHT SIDE and allowed to remain so for a time, WILL DRAW THE OFFENDING ATLAS INTO POSITION.

"Consider a male and female in act of intercourse. They are left side to right side in a most intimate fashion. If that contact is allowed to remain without arousing sensual lust, THE SAME RESULTS OF CORRECTION OF ATLAS WILL OCCUR. I have observed actual proof of this. In other words, intercourse without the climax is a healing contact and, if used for that purpose HOLDS EVERY PROMISE OF KEEPING THE BODY IN PERFECT HEALTH AT ALL TIMES. Is it possible for a perfectly healthy body to die? The so-called phenomena of the climax appears to be a reverse of the healing currents, or at least the refusal of the bodies to accept the healing forces of each other when the irritation is present."

April 27, 1950.

"Each person has a fear of self. What is the cause of self fear? Do you realize that you fear yourself? You are afraid of the rut you are in and too afraid to get out of it. All people now and hitherto have been afraid of the same rut. What is the rut? Death. The Bible says it is the tree of knowledge. What is the tree of knowledge? Self assertion. What kind of self assertion? The climax of intercourse.

"You say that the climax is not self assertion. You are talking from your rut. Get out of your rut and take a good look around. Consider the sensation you get in your hand after you strike the funny-bone. Is it not the same type of sensation as occurs at climax of intercourse? Is the sensation of striking the funny-bone a nice one? Why, then, is the sensation of the climax desirable? Does not the desire to reach the climax come because of the need for self-punishment due to misunderstanding concerning the same thing?

"Intercourse is essential. The climax is not. Intercourse is the God-given way to perpetuate. The climax is man's lust. Intercourse without the climax is not harmful or disappointing. Put that in your pipe and smoke it. Intercourse without the climax **WILL CURE ANY AILMENT** that **EVER HAPPENED TO THE HUMAN RACE**. Put that in your pipe and smoke it."

May 5, 1950.

"I have been considering lately the possibility that the atlas subluxation **IS ACTUALLY AN EFFECT** rather than a cause. True, it can be knocked out but it can also return of its own accord. Why should it return in some and not in others? In my opinion, there is still much to add to that.

"The most effective way to allow the currents to flow between two bodies is to contact **LEFT SIDE** to **RIGHT SIDE**. I know of no more thorough way the left to right contact can be made than when a man and woman are face to face in the act of intercourse. It is necessary to allow the currents to flow undisturbed **TO ATTAIN THE DESIRED CORRECTION OF ATLAS**. It is not necessary to know any **DETAILS OF THE CORRECTION** TO HAVE IT OCCUR. Thus it is obvious that if the general public were to know that their illness could be cured in this simple manner there would be little need to have doctors, because there would come about a surprising freedom from sickness.

"For humanity's sake, these facts should be given to the public. I think I have suffered enough to deserve a break, don't you?"

Imagine a Chiropractor in an office, with women patients. How often would he or could he "adjust" them?

If Chiropractor were a man, would he supply woman to take care of all men?

If so, would he be running a house of prostitution — men for women; women for men?

If HE or SHE would not "adjust" male or female patients, would he advise them to go home, and the husband "adjust" the wife; the wife "adjust" her husband?

If this were his "advice" as to how to get well, how many patients would HE have?

Would the women of the town spread the report; and men do the same? If so, where and how would HE make a living?

If he were to make a charge for advice on how to sexually "adjust" atlas, how much should he charge the FIRST man and woman — for that would be all he would get a chance to tell. From then on, all would be anxious "to be adjusted" via sexual intercourse.

How could we safely, without being caught or shot, go about advertising such a "service" to sick people, same as a farmer offers "service" of his bull? Would women be willing to pay for such, thus reverse the rule? How long could a Chiropractor prosper in business if usual prevails — that it is the man who pays, and pays, and pays?

How would he advise an old maid to be "adjusted?" Get married, or find a single man? How would he advise bachelors to be "adjusted?" Get married, or find a single woman?

Would such advice be acceptable to society, in conformity with legal restrictions? What would be his standing in churches?

How about insane women and men, in mental institutions? Would he advise a mentally insane man to cohabit with an insane woman? Or, would he suggest a sane woman with an insane man? Or would that make any difference?

How about idiots, imbeciles, morons? Silly question! Such people conceive babies same way as a sexual intercourse adjustment would be given. After all, there is little, if any, difference in technique of conceiving babies or sexual adjustment; ergo, an idiot, imbecile, or moron could hold himself out as competent to deliver sexual atlas adjustments also.

What about boys and girls below puberty, who are sick? Being inexperienced as many are, would he advise an inexperienced boy

to hold intercourse with an experienced woman, and vice versa? Would he suggest the boy or girl go to some city where there are houses for men with men, women with women, men with women, and women with men?

What about homosexuals? How would they "adjust" each other?

What about sick babies that know nothing about sex? How are they to hold sexual intercourse? Does the baby boy go to bed with a single or married experienced adult; or baby girl with experienced man? Or does the sick baby boy "get an adjustment" from a baby girl? Is this to be done before or after they are weaned?

How are we going to sexually "adjust" the old man or old woman who is sick, who can no longer prevent the climax he suggests, or have intercourse at all? Are they beyond help of getting well; because there does come a time in older ages of people when the well has gone dry. How can they wet it again?

It might be possible to adjust atlases, result of which could be refill of sex glands in old folks so they could have sexual intercourse so they could adjust atlas sublaxations so old folks could get well. Who knows how far-reaching cause might better effects, so effects could correct cause. In this way, old folks might live healthily, indefinitely. Eh, what?

Being consistent and carrying this idea thru to logical conclusions, then puppies, colts, calves, kittens, shoats, chicks, and other vertebrata that have not had sexual intercourse should all be sick; and after they get married, they should be well. When animals get sick on a farm, all farmer has to do is to cause them to lie down on the ground, face to face, have a party, and their atlases would be adjusted and they would get well.

We DO find sicknesses at all ages — babyhood, childhood, adults, older people, married and single.

If atlas sublaxation IS an effect; if atlas sublaxation needs correction; and if the best method of correcting same is prolonged sexual intercourse, then little philosophy, science, or art need be studied or known; no more than is needed to cause conception of babies. It is evident that anybody, ignorant or wise, laborer or professor, can deliver that service, has been doing it millions of times for millions of years. All they need do is "what comes nacherally." Even animals could correct their atlas sublaxations. It might be more awkward for dogs, horses, cows, elephants to lie on their sides, left facing right.

This human technique would be a more pleasurable method of adjusting atlas sublaxations, wherein patients might be more will-

ing and offer less resistance to such an invasionary contact. The small matter of public opinion might be a handicap at first — the Romans overcame it.

We know it IS possible “to overadjust” atlas subluxation. If atlas IS an effect and sexual intercourse is the way to “adjust” atlas, is it possible for some men to “over-adjust” some women; or some women to “over-adjust” some men? Is it possible to put a meter on male or female sex to know when they have given the correct frequency of adjustment; or would that be checked at the effect — the atlas? How could this be regulated? When both are satiated and satisfied, would that be the guide; the slide-rule?

It takes strong will power and tremendous self control to prolong sexual intercourse without its climax. The way to possess will power and self control is to have atlas adjusted. Way to get atlas adjusted is to prolong sexual intercourse without its climax. You now have a composite of cause PROducing effect so that that effect can produce another cause so that cause can increase effect so that effect can REduce cause. Simple, isn't it?

Under this method of correction of “cause,” we do not see how he could possibly adjust WRONG place, WRONG direction. Do you? He might have difficulty deciding which one of various techniques to use. Perhaps he has that difficulty solved — we wouldn't know.

If touch contact “sufficiently light to crush a ripe grape” with small tip-end of a finger, at atlas, is sufficient to correct a subluxation, why wouldn't a larger, longer, and broader surface contact, at a more sensitive spot, sufficient to penetrate an opening, with a larger length and tip-end of a much larger and more powerful delivery of more crisis organ, be more effective? Large tip-end of 6th finger is far more sensitive and capable of delivering an Innate force than small tip-end of first finger of hand. Prolonged sexual intercourse adjustment, without the climax, should have a terrific impact on Innate of patient in reduction of atlas subluxation. After all, it's contact and delivery of Innate's forces that seem to count. Such a contact should bring much closer communion between two Innates, especially if it could be prolonged without a climax, as he suggests.

We must admit we find ourself stymied to know how to build an office practice, and live, under this untenable hypothesis, when everything is give and no get.

Under his theory that atlas subluxation is NOT a cause but an effect, it logically follows that people who do NOT hold intercourse CAUSE a vertebral subluxation.

Under his theory that atlas subluxation is NOT a cause but an effect, and its correction lies in holding intercourse, lying in bed, face to face, left side to right side, then all married people should be well and only single people would be sick — assuming that married people DO have intercourse and single people DO NOT involve in sex at all.

How shall he designate this irregular Chiropractor? What title shall we know him by, to differentiate him from the Chiropractor who delivers an invasionary force direct on atlas? Certainly he wouldn't want to be in our class, nor we in his. Giving a remote-control sexual-intercourse adjustment, should he be called a "sexual adjuster?" Shall The PSC confer a diploma with degree "Doctor of Sex Chiropractic? There should be a distinction to make him stand out as delivering something different, better, newer, more up, lower down than anything the rest of us has-wassers have — or, is it?

It wouldn't surprise us very much if some day somebody would propose a backbone coccygeal "goose 'em" contact to adjust atlas. Perhaps a quicker and more emphatic "goose 'em" or "geesing them" would be a swift kick in the region of the gluteus minimus and maximus. Can you imagine the Chiropractor of the future lining up his patients, face to wall, bottoms exposed, and then quickly running the line, "goosing 'em" (male) or "geesing 'em" (female), one by one, and getting paid for it, to get them well? Who knows — that may be next "move" proposed by somebody for students to buy. We are sure, if enough promises are made for it, it will be sold — and so will you. It might be, such a method exists today. If so, there would have to be a difference between plain every-day geesing your girl thru clothing for pleasure to see her giggle; and a scientific method of goosing him without clothing, under guise of getting him well. Otherwise, you could not charge a fee for geesing or goosing.

He advises us to get out of one "rut" but suggests we get into another. Only difference between one "rut" and other is length, depth, and breadth. The "rut" he suggests we get into to adjust atlas subluxations is short, narrow, and a tight squeeze. It is delicious entering and not so pleasant raus mit 'em ausganging. This is the "rut" that burned Nero when Rome was burning. This is the "rut" which has caused trouble ever since Adam and Eve.

As is well known, The B. J. Palmer Chiropractic Clinic is doing much research work. It might be advisable for us to research along this line and see if it is better or worse; more or less effective in checking out sick pattern; and issue a report eventually much like Kinsey did in his "Behavior of Human Beings," titling it, "The

Effective Method of Chiropractors Adjusting Atlas Subluxations via Sexual Intercourse." The line for internes, in this research, will form on left. Line for patients, in this research, will form on right. We will be in charge of all research work as long as we are able.

Here is ONE way he could possibly make a charge for "servicing" opposite sex: do as the foreigner to this country who inquired at a filling station. He saw a sign which said, "Five GALS \$1." He drove on, and saw another sign which said, "Try ETHYL first."

The Story of THE VALUE OF CHIROPRACTIC

There is one thing men who accomplish a purpose in life feel keenly, and that is a misinterpretation of what they stand for — what might be called an intentional misrepresentation — a misunderstanding by people who scratch the surface and think the sub-soil contains what they see on top.

What is the value of *philosophy* of medicine? Its value is nil because it has as a base reflex action and sympathy, and neither is practical. What is the value of the *science and art* of medicine?

You will say "Nil" because it has not proved value in saving life or in making easier life that exists. Philosophy, science, and art of medicine — if it can be conceded to have those attributes thru diagnosis, prognosis, and prescription — deal always with effects of diseases; consequently never reach cause, never correct cause; and since effect is product of cause, what can be medicine's value? What have centuries of medical thot and action produced that is practical? Look over, if you will, the last three thousand years. What have they done that is practical? Where is there *one* idea they retain which they hung onto fifty years ago? It is one constant kaleidoscopic effect, a moving picture panorama that changes from century to century.

What percentage of diagnoses is correct? We have the words of Dr. Richard Cabot, stating that in acute nephritis percentage is 16 per cent; in broncho pneumonia, 22 per cent, and from that running on down, on a gross average 48 per cent correct, 52 per cent wrong. What percentage of prognoses would be correct, basing it upon possible percentage of diagnoses? It could not be higher. What percentage of prescriptions is correct? Based upon diagnoses, it could be no higher than prognoses. According to these percentages, 78 per cent are incorrect; 22 per cent of possible correctness.

How many physicians follow principle of their own work? Very few. Very few nurses follow it; it gets to be a laughing stock among nurses; they laugh at the young doctor out of college, with lofty ideas as to the grandness of medicine; they know he has a lot to learn. Old physician winks at old nurse, laughing at young physician. No matter how enthusiastic young fellow may be, he learns his lesson sooner or later. It brings up original question — what value is the science of medicine?

Knowing what you do of medicine — some more than others, some less; some as graduates of medicine; some as graduate nurses; some with practical experience in hospitals as physicians and sur-

geons; and some with practice of the home — all had more or less experience with medicine in theory or practice. With that knowledge — great or small — how much time would you give to get best medical education possible? Suppose you had unlimited money; how much would you give to possess this knowledge, even though you could buy it without labor? If you had money or power to buy or acquire this knowledge in a single hour, not one of you would — unless for the single purpose of passing state examination and getting a license from State Board so you could be undisturbed in your practice of Chiropractic. You have reached conclusion that time spent to get this medical education would be so many ripe years of life gone; and money you would spend to get it would be so much money wasted; that you would give to it would come to nothing, because it is of no value to you or mankind.

What does average medical education cost? Not less than five thousand dollars for average course and it will run nearer to ten thousand, and from that on up to fifteen thousand according to whether or not you take post-graduate work in America or Europe. How long does it take for the average medical education? Not less than four years, sometimes as many as sixteen. Consider preparatory courses essential before entering a medical college, it raises it as high as ten years — four years of high school, two years of academic work, and four years in medical college, making ten years in preparation. Where do you get this education? In a state university, in a private or incorporated institution, or in some foreign country — different institutions where you take your first and then higher degrees. After spending that, money, and time in preparation, what percentage of lives do you save, as a physician? Approximately fifteen per cent — statistics tell us. You lose approximately thirty-five per cent. Fifty per cent get well or die in spite of drugs.

Is an education of this kind, costing amount of time, that, and labor we have shown necessary, worth its cost; has it value?

John D. Rockefeller gave as high as sixteen million dollars to the Chicago University, divided mainly in the chair of medicine. He gave a million and a half to hunt for a hookworm. Other millionaires and multimillionaires are spending millions in interests of medical science, hoping eventually to find some solution to one or another of the diseases of mankind. Today the United States, thru collections taken in churches, boxes in department stores, etc., is raising millions of dollars and spending money on one disease alone — tuberculosis. Centuries have been spent, thousands of people are giving their lives as physicians and surgeons, and as patients to physicians and surgeons every day, to try to get well,

to cure somebody of this or that single disease. There is no way of estimating how many millions of dollars are being spent over this world today on any one disease. We do not know how many millions are being spent on cancer. One bequest in London at one time gave a million pounds — which was equivalent to five million dollars. This was donated by a lady who died of cancer. She left the money in care of certain physicians who were to spend it finding a cure for cancer. Hundreds of thousands of brains are creased deeper, trying to study problems of diseases of man. Many others are creasing trousers and are trying to get money away from people so others can create their brains. One class are monopolistic doctors, others are scientific doctors who are sincere. They think these problems; and, now that they have those these problems for thousands of years, what have they? Nothing substantial; nothing which they tie to; a shifting panorama, a changing scene. One picture takes foreground for a few years, then along comes a free thinker and exposes falsity of theory. Even Koch, himself, who announced spreading of tuberculosis thru drinking cow's milk, later disputed the possibility of human beings being thus infected.

When an investigation was held in Congress over the Mann Bill in Washington, D.C., a physician was asked if it was true that Koch had made this statement. He replied it was so. He was asked if he believed tuberculosis could be transmitted to people thru milk, and he said that was absolutely true. He was asked if Koch had denied his theory, and if he still believed him. He said he didn't. When asked why, he replied, "Because he is old and in his dotage." He started a theory which he disapproved, but balance of physicians accepted and are going along with that theory. In about twenty years they will wake up — they are slower to awaken than Koch was.

Today, common ordinary people, the dust of the road mixed into mud and made into man — minus this hard-earned education, minus European post-graduate courses, minus years of study and thousands of dollars, minus consensus of opinions and ideas of century upon centuries — we Chiropractors with Chiropractic possess the knowledge of the cause of all disease. We possess key that opens bars to insane brain — and what a multitude of conditions insanity comprises. We possess knowledge of cause of cancer — many others are spending millions for. We possess knowledge of cause of tuberculosis, Bright's disease, diabetes, rheumatism, and what have you — thru category of possibilities of names. Our students, in short time, at small expenditure, get the thing thousands are spending millions of dollars vainly *trying* to get.

Assuming physicians are sincere in looking for an absolute cure, consider what physicians of this world give for a specific for disease — call it what you want — paralysis, insanity, sick headache. Where is the physician who would not give all he owns to have knowledge and ability to take a case of hemiplegia and have him walk? People suffer months and years with neuralgic or bilious headaches. They would give anything to be rid of them — and we possess that possibility.

What is it worth to possess knowledge and ability to render this service? Computing it on basis of value which medical man places, thru bequests of friends, what students get here today would be computed by them as worth millions of dollars. If John D. Rockefeller gave a million and a half to hunt a hookworm, and we know a subluxation causes hookworm, that is worth a million and a half dollars. Suppose your father, mother, sister, brother or some relative were down with some specific disease — what would it be worth to save that life if it is ebbing away?

What is the value of Chiropractic to you? Is it worth six hours daily labor? That is what students are in this school for; what they are applying their mind for — to secure knowledge and ability, this accumulation of ideas, that can learn a specific for every disease man has. That is what they are getting, their particular purpose, intention, and endeavor.

There are three or four stages of knowing things. One is education. Education is the thing you get from outside and put inside; the thing somebody else has thot; the thing somebody else tells you, has put into print for you to read; something somebody else shows you. That constitutes education.

Learning is the possibility you possess of getting a concrete condition out of education you receive from outside. Knowledge comes from inside, outward; never from outside, inward. Function, life, generation, creation, reproduction, reparation, secretion, digestion, all come from inside, outward. Morality, spirituality come from inside outward. Things you hold most dear — love, respect, veneration, — all come from inside, outward. Knowledge is one thing we hold most dear, and it comes only from inside, outward. Source of education is education; source of knowledge is Innate Intelligence. You can get education from people educated like yourself, for better or for worse. Knowledge comes from a superior — and man has no superior in education, but he has a superior in knowledge — his Innate Intelligence; and Innate Intelligence has a superior in knowledge in Universal Intelligence. Wisdom is knowledge gained; ripe wisdom is knowledge ripened into practicability of practical use. There are many educated people; there

are more educated fools. There are a few people who possess knowledge, but there are few people who possess wisdom.

Mankind hankers for education; craves it, fights for it, murders for it, does everything for education; and amongst things that come under common head of education is religion. He will do anything for religion's sake; and wherever religion goes, in the vanguard of education, look for syphilis, opium and the gun, because they go hand-in-hand with the Bible. Wherever you find the Bible in one hand, you will find the gun in other. More murders have been committed under the guise of a religious war, in history of wars, than any other cause, because some man had idea HIS religious education was only possible religious education and he desired to force other man to his interpretation of what constituted a religious education. Education is something that enters from outside, inside.

Knowledge is that great power and force and individuality that flows from inside to outside. Knowledge knows no education; knowledge is not an educated thing; knowledge is a conception of fact, truth, things tried and not found wanting. How much knowledge do we possess? Medically speaking, none; because medicine is education. How much knowledge do we possess in science and art of medicine? None; because it is education; there is no knowledge to medicine in any of its branches or phases. How much knowledge is there to Chiropractic? It comes from inside outside. No second individual is to be given credit for the thing we Chiropractically call knowledge, because knowledge has worked from innermost to outermost part in our students, and in us as a teacher.

That which makes health in the individual — and that is what we work for — is knowledge, because health comes from inside of patient and works to outside.

How much wisdom is there in Chiropractic? It is all wisdom. Wisdom is knowledge gone ripe. Ripeness is fulfillment of an intent or desire. Function of apple tree is to build an apple, and ripen it. When building a green apple, that is knowledge; when it ripens it is wisdom; and if we are able to build function and that function ripens into expression, we have wisdom behind knowledge; because the person who comes in with paralysis is sent away well after we adjust the subluxation. That person has education, but that does not or cannot help him. He has knowledge, hindered in its flow. It takes aid of knowledge to make it possible for knowledge to flow, from inside to outside, restoring function. That is wisdom, because it is function ripened.

There is wisdom behind Chiropractic. There can be no wisdom in medicine when it buries its mistakes, injects morphine to deaden

pain, paralyzes function, carves bodies inside and outside, and leaves them to go thru their lives mangled, crooked, distorted creatures. That isn't knowledge, that is not wisdom, that is failure; and failure is only begotten of education. Education can and does fail; knowledge cannot fail. It would be impossible for wisdom to fail because wisdom is success. Knowledge is success in the making. Education is the attempt to duplicate knowledge — a thing students cannot do. You have been impressed with the extreme importance of having an education. You strive and sacrifice everything from day you begin, and every dollar goes toward buying a great education. After you have this education if you don't turn it over into knowledge, and make knowledge of it, it is not worth expenditure of time, to say nothing of money. Possess a little knowledge and a vast education; let the little knowledge guide the vast education and hold it in check. Though there be one drop of knowledge it is worth more than all the rest. If education be opposed to one drop of knowledge, it is chaff. Knowledge is of no value unless practical and applicable to mankind, and if we can apply it, it becomes wisdom.

End of education is knowledge; end of knowledge is wisdom; and unless you can take those phases, you get no value in life from time and money you spend on education. Thing we need most is thing against which we fight hardest. Thing we need most is wisdom, and if we meet a man who has and possesses knowledge, we fight him; while the thing we need least — education — is the thing for which we stand open-mouthed and hungry.

Physicians desire to give life, health, and ease to patients, and they fight hard against Chiropractic because Chiropractic gives life, health, and ease to patient. Thing they desire is thing against which they fight. Minister, in all goodness, desires eternal life, eternal comfort, yet he, too, fights the Chiropractor who is able to make these things possible and make life a comfort. If this life has been true, has been a life of knowledge and wisdom, we can do nothing else but respect, admire, and emulate Innate; and if we do, with trueness of proper interpretations, there is no reason why, if there be a Heaven, we would not be there; yet Minister fights the thing for which he assumes to be working. He, in his common concept, common process of education, has assumed common basis all colleges teach, all universities use, all schools give — that education is of vast importance and extreme necessity.

Innate is infinite wisdom; man is an educated fool. "What Infinite Wisdom hath joined together, let no Educated Fool cast asunder." God rarely puts things together because He, in His infinite wisdom is not existing in you and us today because, educa-

tionally, we think we know what God should do and how God should do it, therefore we attempt to act as an intermediary between God and man. We put ourselves up as a standard to say what God would say if God could speak. Educated man says he is the purveyor of infinite wisdom. God is capable of doing things that Educated man cannot do. We might put that quotation in another sense: "Whom God with infinite wisdom hath joined together, no Educated man can cast asunder," because Education is insignificant compared with infinite wisdom, and what Infinite Wisdom hath joined together, what Infinite Wisdom has seen fit to do, Educated man cannot see fit to undo. When we put that interpretation upon that sentence, we come nearer to truth, and truth is what we search.

Chiropractic and Innate are true sciences. Study of God is theology. Chiropractic becomes a study of science of Innate in man. If Chiropractic is based on knowledge, and knowledge proves itself as wisdom, or wisdom becomes ripened knowledge, and this foundation is true in demonstrable results we see day after day, week after week, year after year, in accurately locating specific incoordinations, and correcting them, then we do to the utmost the work of Innate among men.

What man's nature demands, he fights; what he needs, he crushes; what he should be pleading for, he spits upon. He thinks he can get the thing he wants, thing he needs, in another way in which he desires to get it. He wants truth, and he thinks he will get it thru by-passing education, when it leads away from it. Man has been working for thousands of years upon education. More education he got, less truth he possessed, farther away he got from it. Medicine today is no nearer reaching truth of knowledge of life and wisdom of saving life than it was three or four thousand years ago. Education has not brought physician nearer to it; his microscope has not brought it closer; his telescope has not made it nearer.

We look and see not; we listen to voices and hear not the speaking of Infinite Wisdom. We hear sound and interpret it, but we do not comprehend Infinite Wisdom. It is within us all the time. We see no knowledge in the infinite knowledge around us. We look for education, and education is outside of us — a thing somebody else can give us. If you understand yourself you know knowledge, you know wisdom; but you don't understand yourself; physicians don't analyze themselves, do not study and analyze that they think; do not process the why, how, and when of the beating of the heart within themselves. They look for these things outside, and they find phenomena as a result of phenomenal education. They go thru

schools and universities hunting the secret of life, when they have it within themselves but do not understand it.

We have this simple cycle — creation, transmission, and expression; impression, conduction, and interpretation. We first have creation, transmission, and expression, which is function — function coming from Innate. Take it thru its changes; that is where it comes from; function comes from infinite principle, infinite wisdom. Then we have impression, conduction, and interpretation, reversing the order, and this leads us from function to Innate thru all matter. When we know how Innate works in man, that is infinite wisdom. None of us possess infinite wisdom but we are studying knowledge of how Thon works this matter. When we understand how it works, we know from knowledge how it works in other men, how it works in horse, cat, flea. Principle is same.

Going back into superstitious age, old work of medicine and osteopathy and other therapeutics have a common principle, from outside to inside thru educational processes of stimulating or inhibiting, reflex action and sympathy. Stimulation and inhibition can occur only following introduction of something from outside into inside — a process of education. They are to blame for what they do because they have been taught educationally that that was the way.

A case of constipation — 80 per cent of function at work, 20 per cent missing, has been cut off. They add stimulation to increase 80 per cent to 100 per cent. In diarrhoea there is too much action. Physician says this needs be pulled down; he introduces inhibition to deaden. Chiropractor does not go outside to stimulate or inhibit those below-par or adaptative conditions. He does not add a single thing from without, and he does not take a single thing from it. Powers within patient do those things. He is calling upon knowledge which we possess to get busy, and knowledge in each adjusts subluxation and makes patient well. Knowledge restores normal current, whether condition were excess or minus, because knowledge knows what constitutes normality.

We, as Chiropractors, permit Innate to be personified in man. Purpose of law is to teach us we must look inside for health, life, ease, knowledge, wisdom — these are things we need. We said "permit" Innate to do this — not that we make it possible; we remove an obstruction and Innate works and acts thru man.

Educated man does not permit digestion because it would occur even if Educated man demanded it stop. Does Educated man permit reparation of fractured bone? Even tho he put his concentration behind two segments tending to knit, to heal, they would do so

anyhow. Does Educated man permit reproduction of his like? It would continue the same whether or not he tried to permit it, because education comes from outside to inside and it is knowledge and wisdom that makes digestion, reparation, and reproduction. So, all education man might desire to use, to bring to bear upon and trifle with functions of digestion, reparation, reproduction, secretion, and other necessary primary functions would not help him. He could not augment or stop any of them, because in such event he would try to have something from outside stop something from inside from coming to outside.

Where do functions come from? Innate Intelligence — and Innate Intelligence came from Universal Intelligence. Does Educated man cause, stop, or help functions? No. His education continues same. Is any function, or are functions of digestion, reparation, reproduction, secretion, excretion, etc., dependent upon Education for their maintenance? No. There is the idiot, insane — his mind is a blank. He has forgotten what he received from outside, yet has perfect digestion, perfect reparation, perfect functioning in every respect. These functions are not dependent upon Education for maintenance.

Is this true in animals? There is the horse. We do not concede to it Education. If there is any it amounts to little, yet that animal digests, will mend a bone if fractured, will reproduce its like, without necessity for education which we, as mankind, dote upon. This common principle is a part of the animal kingdom. Some of us do not like the idea, educationally, of being classed on a par with animals, yet there are animals that possess far greater than that of mankind as a mass. Animals are superior in possession of wisdom and knowledge, as shown by every-day acts. We are superior in education, but education is not a necessity to maintenance of things essential to function; and function is the foundation of life. Educationally, we must have Education; but this is not knowledge nor is it wisdom. To maintain life and improve ourselves is our purpose of life, and this can be accomplished by knowledge and wisdom; education which comes from without has nothing to do with function.

Is there any necessity to go to a second party and say, "Please give me a permit, issued by your Educated Intelligence, to permit my digestion to continue for forty-eight hours? With all the vastness of your Education, do you go to another vastly Educated man and get a written permit from his Educated mind, on an Educated piece of printed paper, to permit this fracture to unite which broke yesterday? When you want to reproduce, do you get an Educated permission? What a contradiction! You do not with some things;

you do with others. You do not with things apparently trivial, but with essential things, yes. You go to another man and get his Educated permission — to maintain the race. Is Educated man's license necessary for digestion, reparation, secretion, excretion, and calorification? A contradiction! From what source comes life? Life is harmony, ease, comfort, restfulness, unity, fulfillment of purpose of being.

Two people, more or less equal, are more congenial to each other, one of whom is on a high and the other on a low plane of speed of motion — and by that we mean relative degree and speed and normality in which matter works. Man who is normal is working at a greater rate of speed in a greater portion of body than man who is abnormal. What is life? Harmony that exists within, because he is cheerful, happy, smiling; all life looks good, his purpose is good, intent is good, his very aim and that are good, to help the world. That man is in harmony with himself. When he finds a person of congenial type, of similar and harmonious thought, thinking same things in same way, he likes that person; and likes, as they grow into more knowledge, become life. Life becomes the highest condition of two objects having same state of harmony. It is natural that people should like each other as sisters and brothers in a happy family. It is natural that two people, having some common purpose, should grow to like each other more and more. It is natural that the more they see each other, more they see how their ideas blend; more they should agree. It becomes the common principle or law of selection — selecting one who in type agrees with us. This law of selection is universal. We find it in flowers, vegetables, animals — and it is in us. It is found everywhere, in all things that reproduce their like.

We wonder whether or not flowers, living wisdom of Innate as they do, must get an Educated permit to reproduce their like? Flowers know no Education. Do animals go thru this condition? They express law of selection, reproduce their like thru respect as careful, as remarkable as we Educationally think it is, but which represents wisdom in its action; and they do this without Educated permit; yet because man has been weaned for centuries from wisdom, from knowledge, he stores up his vast amount of education and says, "Before I can express wisdom, before I can express knowledge that flows from inside to outside, I must go to some man who possesses a vast amount of Education that he has absorbed from outside to inside, and get his permit so to do, to let my wisdom express itself."

We wonder whether it is the infinite wisdom of Innate which reproduces a type, takes it thru all stages of self-preservation, thru-

out this universe, or whether it is Education? We reach conclusion, using knowledge to that end, it is Innate which does these things — not Education. Education could not do one iota of things wisdom does; yet wisdom, with all greatness, must humble itself at feet of Education and get a permit to express its infinitude. If these essential and important things — digestion, reparation, reproduction — come from Innate from inside to outside, why is it necessary that man must go to another man, educated like himself, to get permission to express highest type of himself, to express his highest purpose? Why not fulfill Innate's law, rather than so-called outside "laws" of man? Why humble ourselves to statutes of man — Educated man — why not lift ourselves inside to the law of wisdom? Mankind for centuries has been weaning himself away from truth; and under truth comes morality, and under morality comes perversion of function. For thousands of years man has been working away from wisdom, knowledge, healthy conduct of himself and fellow men. All has "become necessary" because he was a pervert himself — mentally and physically — and because of mental and physical perversion he has looked to Education to correct himself; and, failing, he has looked to still greater Education to correct evils; and he has been looking further and further for Education, and he has failed to find it. Consequently, he has multiplied year after year conditions which man must face to treat his fellow man as a fellow man. He has established Education, not knowledge, as his standard — he has been working farther away from knowledge and wisdom, things he should be fighting to get. Thing man needs most is thing he fights hardest against getting.

There is a subluxation in this man's spine. Because of that he becomes abnormal. Recognizing lack of normality, he looks for something outside of himself to correct the abnormality. Thus *begins* Education. Education multiplies, failures multiply. As failures multiply, Education broadens. As Education broadens, proportionately has Education been a failure. We assume, as a standard, Educated man must ask Educated man for a permit to fulfill the function which Education has not been able to pervert in man, and that is expression of life which should be expressed a la wisdom and knowledge. We must go back to wisdom — common law of cause and effect. Rather than treat effect upon effect, go back to cause and adjust that. Rebuild mankind back to standard of knowledge, trace him back to wisdom. Then, and not before, would be time to change custom.

In next four, five, six, or seven hundred years, the principle for which we stand will spread. Mankind, generation after generation, will receive adjustments, will lose a vast amount of fictitious Education; superstitions and myths will be exploded; knowledge

and wisdom will flow to surface. *It must come from inside, and that cannot occur until subluxations are adjusted.* It would not be proper to turn loose on the world a man with a subluxation. He must go thru process of adjustment and new growth. "Jesus" interpreted laws of God — not statutes of Educated man. What does lawyer do? Interprets statutes made by man.

"Jesus" went to temple and talked to priests; and priests stood in open-mouthed wonder at wisdom of the boy. He was talking wisdom, and even a boy with little wisdom can make Educated priests sit in wonder, because little wisdom can overshadow much Education.

What is the value of Chiropractic? Its value, from an inward knowledge appreciation, cannot be computed in dollars. It has no relative bearing in time, because this idea has always been and always will be. It is here now. We become as instruments to lead people right; get people off sidetrack of Education onto main track of knowledge and wisdom.

The man advocating this idea cannot be considered an infidel, atheist, or agnostic. He places on a par good men of all times who have in certain cycles of history tried to lead people up to knowledge and wisdom. They started balls rolling; they accomplished a certain amount of good; they died and left work behind them; and they all lead to same knowledge and wisdom. Decipher this knowledge, this wisdom, into proper uses, and never in the history of the ages has anything been advocated which is quite so practical in its application as our work here and now.

Treating effects is process of sociological education. Education is a sociological therapy. There is a Chiropractic adjustment possible for *all* sociological problems. This is as knowledge and wisdom personified, when it becomes applicable and adaptable to mankind.

What is the value of Chiropractic, today? Tomorrow its value will be much greater than today, because application and practical uses will grow. What is its value in saving lives tomorrow? These are problems which you alone can fight — because fight them you will — and as you comprehend do you cease to fight them.

The Story Of OUR SUPPLICATION

Oh, universal powers that be, permit complete cycles between universality and individuality so that our personality shall be all-sufficient for our body's occasions. Oh, Innate Intelligence, apparent segment of the whole that is, teach us to know thee better. Give us more ability to observe thy perfections — to mind thy business rather than outsiders' and to lose no occasion to speak in your behalf and embrace every opportunity to personify your infinite desires. Let us go through life with a proper pride, and use a due sense of humor, frankness and solidity. Prevent us from growing inconsistent with your exacting demands; you create and we obey.

Help us not to cry for the moon over spilled milk, but give us power with which to observe and correct intelligently causes of perverted expressions of laws which prevent thy coordinate manifestations to adjust our triune relations with thine more perfectly, thereby giving us a physical constitution which withstands every concussion of forces with immunity; granting the right of just management of external affairs and never having spiritual discomforts to dramatize. Grant us the mental and physical discrimination between due appreciation of your labor through us and cheap praise that we may cleave closely to the one and despise the other. All of this and more do we know we shall receive if you and we understand each other.

Permit us to delight in day dreams where our mentality is receptive to your words of infinite, boundless wisdom. Deliver us from atrophy or hypertrophy of concentration of impressions; your judgment is all-sufficient to strike the happy medium. When interferences, to your good judgment appear inevitable and do inevitably occur, grant that we may have sufficient of thyself within us to observe and heed. Grant us sufficient intelligence to direct power with which to move aright, and we will have no cause to humble our distinctivuality at thy feet with physical anguish or mental pain for such is most beneath your contempt. Our ambitions are yours, our greatest labor is to see and execute thy created thoughts.

Permit us to observe the humility of animals, perceive the beauty of your handiwork everywhere, and grant us the depth and breadth of intelligent observation to analyze, deduce and verify thy laws which govern our creation, transmission and expression.

Let us not dwell in the outer superstitions, mystic whirlwind of ideas of things and events. Guide our intelligence to the innermost

recesses of your workshop where you may lead us through the apparent depths of conglomeration and complexity, until, behold, we see your identity as it is with all its simplicity and grandeur; guide us thru the apparent morasses of despair of the present world into your most central, calm and radiant, limitless memory of things mortal and immortal of all times. Give us the wherewithal to be always a good comrade to products of your making and a constant, inseparable, invaluable, younger chum to yourself and to view the passing show with all senses known, mind constantly growing keener; that our charity will broaden and deepen day by day, to the end that we perform our duty as a better Chiropractor.

Help us to win, if win we may — but, oh, intelligent powers, this especially: if we may not win, always make us at least good losers with a will to re-attempt; meanwhile give us knowledge of why we failed. Vouchsafe us not to estrange ourself with you, who is at our elbow at all times; suffer not our primal light — yourself — to wane. And grant that we may carry our cup brimming, yet unspilled, until such time as you have put a period on our usefulness in this form — Amen!

The Story Of DIETS

We hear a great deal nowadays about the necessity for prescribing diet via vitamins, calories, etc. Many Chiropractors buy and sell vitamins for profit. What is the ultimate **BUYING** objective of a sick person? **TO GET WELL!** What **SHOULD BE** the ultimate **SELLING** objective of a Chiropractor? To **DELIVER** health! If vertebral subluxation **IS** cause; if Innate within **IS** cure, what reason or logic is there in diet? Can educated man prescribe what he **THINKS** body of another needs?

Let's reason along simple lines. Suppose we **TRY** to deflect our educated mind down into one single liver tissue cell and ask it what it needs chemically **WHEN IT IS NORMAL**. Can we? Try it! You say one cell is too small. Then deflect your education into entire liver, with its five fissures, five lobes, and five pounds — it being largest organ in body. Can you? You say liver is but one part. Then make same test of deflecting your educated mind into **ENTIRE** body. Can you? You can't. We know we can't.

Your education has grown up with you, intimately, within you every second, minute, hour, day, week, month, and year for many years — yet **YOU**, living **INSIDE** your body all that time, **CAN'T** do it.

Make one more simple test: Try all this with your liver, or body, when it is sick, abnormal, unhealthy, when it needs aid, help, health, to get well. Can you? No more so than when you were well!

Innate is in perpetual contact, efferent and afferent communication, with *every* tissue cell, *every* organ and viscus, *every* second from birth to death. Innate **KNOWS** lack of or necessity for any, every, and all elements. Who, then, knows best — Innate who **KNOWS**, or educated that guesses?

Yet, now come Chiropractors, living on the **INSIDE** of **THEIR OWN** bodies, but on the **OUTSIDE** of **PATIENT'S** body whom they do not know intimately, whose case history they get — symptoms, pathologies — make a diagnosis, do all this in **FIFTEEN MINUTES** or an hour, and then purport **TO KNOW** exactly and correctly what chemical requirements are of their patient's entire body; and prescribe more of this, less of that, be it carbohydrates, proteins, ad infinitum, ad nauseum.

If Chiropractor does not **KNOW** himself, after living intimately within himself **ALL HIS LIFE**, how can he **KNOW** for another, after talking to another for fifteen minutes?

There are as many diets as there are diet faddists who change styles as fast as failures accumulate. There is the raw meat, cooked meat, all meat, only meat, no meat; all fruit, no fruit; all orange juice, no orange juice; only cereals, dry, with cream, without cream or sugar; all vegetables, no vegetables; no starchy foods; no sugar, more sugar; all nut, no nuts; all milk, no milk; vitamin pills, etc., ad infinitum, ad nauseum. Who is right? What is wrong? Who knows?

There are some in our ranks who still believe in the greater health, healing and curative value of a factory-manufactured pill, stamped out by machinery by millions, all exactly alike, for varied sick peoples, under differing diagnoses, for 18,000 differing diseases, no two sicknesses alike, rather than to prove an internal Innate Intelligence, created for that specific purpose, tailor-made and stream-lined for *each* person in whose house it lives, for the exclusive health restoration of *one* simple and single dis-ease.

Is education wise enough to know; or is it all but another form of treating effects, a subsidy to weaken foods to a weak disease?

Eleanor Roosevelt told Harry Truman, in fall of '47, "Promise and promise; tax and tax; spend and spend and you'll be elected." He was! Now that he is in office, can he change the intelligent natural law of demand and supply, cause and effect?

So, too, can you "promise and promise" the sick health thru diet. You can "tax and tax" the sick to buy "health foods." You can "spend and spend" their money. But one thing is certain—you can't pervert natural intelligent law of demand and supply of Internal Innate, nor can you reverse internal law of cause and cure to an external one with artificial, factory-manufactured diet frills with pills.

The Story Of THE 1949 EDUCATIONAL PROBLEM

The PSC is a LARGE institution with a tremendous overhead. Its activities spread over many sub-sections, such as:

- a printing plant which issues literature to educate Chiropractic into people which would be a dead horse without The PSC;
- a cafeteria to feed our students which would be a dead horse without students to feed.

We have buildings and grounds to maintain, heat, water, air conditioning, etc.

These buildings deteriorate rapidly unless used.

They must be kept up if to be used at some future time, if closed.

We have heavy taxes to pay on grounds and buildings, regardless of whether used or unused, whether full or empty.

If empty and no income, with taxes to be met, on the auction block they go.

With that problem, what would YOU do?

Could and would the GPC guarantee us, and deliver to us, 1,500 students?

If The PSC closes its doors, Chiropractic will lose its identity as a separate and distinct profession; or, it will be absorbed into medicine as physical therapy, and become an adjunct to it.

If the ICA dies, Chiropractic will go down the same road.

More and more, our government is going into socialization of industry, labor and professions. Socialized medicine is but one of the many steps now in the making. All students of government are agreed that such might come to pass.

Our Government is more and more squeezing individual rights; taking over states rights and centralizing all at Washington. Socialization is more and more being forced upon us. Things we used to do as individuals, as groups, or as states, now come out of Washington.

There was a time when we could and did run our school; we could say what subjects, how many, and hours.

Today, Uncle Sam's VA issues orders and we obey, or we close our doors.

We were on brink of closing our doors following World War I. So was every other Chiropractic school. The only thing that saved all of us was World War II. With all schools dead, our profession would die for want of replacements of those who retire or die.

We could not run The PSC without GI students. Every other school is in the same position.

To get students, the VA tells us subjects we must teach; hours of each subject. Students must pass Basic Science Boards. They must pass MAXIMUM standard of HIGHEST Chiropractic Board.

If we reject any part, we do not get GI money; and without GI money, we would be forced to close; and with The PSC closed, where would Chiropractic go?

Every other Chiropractic school faces same issue. Bebout and Reaver are the ONLY exceptions we know — and where are they?

The national educational bill is another socialization plan.

Under this bill the aim is to provide all vocational accredited schools with money to equip laboratories, pay salaries in schools they accredit.

They will accredit only such schools as meet certain educational standards they establish. This sum runs into millions.

A survey has been made; Chiropractic schools have been asked how much they need to meet these standards. Chiropractic schools have replied to these queries. That list, with required amounts, has been furnished Committees of Congress. The amounts asked for by our schools variously run from \$50,000 to \$200,000.

If this bill passes (and it has appearances of doing so) any, every, and all other Chiropractic schools could and would exceed ours in physical, laboratory, and clinical equipment. Their faculty's salaries would be far in excess of what we could afford to pay. All this would be far in excess of what our income from tuitions alone would be.

With these two conditions together — no GI students and their tuitions, no educational national financial physical support, it is seen that The PSC is a dead duck, no longer able to do anything it might otherwise do by itself if let alone.

It is easily seen that any, every, and all our schools, regardless of quality of instruction, no longer depending upon their own efforts, many of them teaching physio-therapy and what-have-you methods with equipment supplied by the Government, would supercede Chiropractic, and The PSC and its brand of Chiropractic would be a lost philosophy, science, and art.

You say The PSC should run its school as we deem advisable and necessary.

If we did, all GI's would be SENT to other schools; the VA would refuse them entrance here; other schools would wax fat and sassy; we would starve and auction off our properties; other schools would put out an inferior student, such as the Lincoln teaching NO philosophy whatsoever. That would not save Chiropractic, and I'm sure GPC would not and could not financially keep this school alive.

For more than two years we have watched and seen many PSC loyal followers sending sons and daughters, and friends, to Logan and Lincoln — not because they want to; not because they think they are better; not because they think they can get better Chiropractic; but because they can get them thru a 4-of-9 course and can get them a license in states in which they want to practice.

State by state has amended its bill, stepped down to 4-of-9. Students want a license. They insist upon going to a school where such is possible; hundreds of students have gone to other schools because such was possible.

We fought Basic Science Bills; refused to teach these subjects. We were forced to it by two groups: the VA, and *Chiropractors who sent students where such WERE taught.*

The PSC was between the rollers, being squeezed to death.

We insist that if we were permitted to run this school we could and would turn out better Chiropractors.

We insist many subjects now taught are unnecessary and deleterious to a Chiropractor's welfare.

We insist that 4-of-9 is unnecessary.

We insist that Chiropractic is a simple and single subject and should be kept there.

But what can ONE MAN and ONE SCHOOL do when his profession and the U.S. Government is against him, legislatively, legally, financially, commercially, and professionally?

John Stoke knows he had to yield to the same problem in Virginia, to the detriment of his state.

Dr. Given saved the day in Montana, but he is but one state.

Dr. Shears is still in trouble in Indiana, and we don't know the outcome.

All states would be closed tight if we did here as we pleased.

EXPECT RULE TO BAR MANY G.I. STUDENTS

Must Prove Course Needed for Job.

By Jack Wilson.

(Of the Register's Washington Bureau)

WASHINGTON, D. C.—A new veterans administration ruling on G.I. education Thursday appeared likely to prevent millions of veterans from taking graduate college courses or resuming interrupted undergraduate studies.

In effect, the regulation put graduate courses, leading to masters or doctors degrees, in virtually the same class as courses in dancing, bartending or personality development.

Under the new rule, all of these are "avocational or recreational" studies unless the student can prove to the satisfaction of the veterans administration that they are going to help him get a job.

It all started when congress, in passing the VA appropriation bill, wrote in two new provisions. One forbids use of G.I. education money for "avocational or recreational" training. The other forbids payment of G.I. tuition to vocational schools less than one year old.

Intent of Bill.

The provisions were designed to carry out the original intent of the G.I. education bill, which VA said was to enable the veteran to get the education or training he needed to readjust himself to civilian life.

To carry out the provisions, VA drafted instructions and definitions which have been protested by leaders in college and university groups. The new regulations already are in effect.

VA defined "avocational and recreational" courses as including those in dancing, photography, bartending, personality development, all correspondence courses and all part-time courses not leading to a degree or a definite objective.

In addition, the list includes all courses offered by vocational schools established after June 22, 1944, when the G.I. education bill became effective.

This, a VA spokesman said, was done because many of the newer schools haven't the connections to place their graduates in jobs as the older ones can.

Must Be Justified.

If a veteran wants to sign up for one of these avocational or recreational courses, or to study in a new vocational school, he must submit a "justification" to V.A., proving that the course will help him get a job.

But the V.A. regulations also affect veterans who are interested in regular academic courses in established colleges and universities and public schools.

The new rule is that if a veteran has started a course and then dropped out for a time, he presumably was "readjusted" to civilian life when he quit the course. Now if he wants to return to school and complete the course, he must justify the extra schooling as necessary for employment.

The VA spokesman explained this would not apply to those returning to school after illness or regular school vacations.

If a veteran has completed his undergraduate work and wants to go on to earn a higher degree, he must justify this on an employment basis also. It is this point that has many college officials upset.

Educators' Stand.

They argue that it is all but impossible for a college graduate to prove that a masters degree in political science, for example, or history, or English or some other academic course, is necessary from the point of view of getting a job.

Representatives of the American Council on Education, which is composed of college and university leaders, will meet here Sept. 29 to 30 to discuss the new regulations with VA education officials.

Although VA has received complaints that some veterans have been using their G.I. education rights to take aviation lessons as a hobby, the new regulations put flight training in a slightly different category from the other "avocational and recreational" courses.

Under the new rules, a veteran who wants to study aviation must present an affidavit, signed also by two sponsors, saying that the flight training will be useful to him in getting work.

He does not have to submit the full proof required of those seeking to justify proposed studies in avocational or recreational courses as essential for employment.

The regulations specify five types of courses which a veteran can enter freely, without justifying them on an employment basis. These are:

All courses in approved public or secondary schools or colleges; courses in vocational schools established before June 22, 1944; courses in farm training schools, in which students combine courses in job training or apprenticeship, and advanced flight training class work with farm work; full time courses.

Must Prove Need.

However, if the veteran starts one of those approved courses of study and then drops out, he can not resume the course until he proves that he needs the study for employment purposes.

The regulations also are designed to prevent G.I. students from changing schools or courses. Originally, VA certificates of eligibility permitted a veteran to take any course he wished in any school.

The new certificates will specify the school and the course, and to change either school or course the student must explain his reasons and receive VA approval.

Present regulations forbid any change of school which would result in the student's losing credits, but VA spokesman said this would be clarified soon to permit change of school for good reason.

He explained that the aim of this regulation was to prevent G.I. students from switching schools and courses more or less aimlessly and at random, but it was not intended to prevent necessary changes.

Eligibility Certificates.

Many veterans still have certificates of eligibility to take G.I. training which they have not yet used. These, which do not specify school or course, will continue to be valid until next Mar. 1, except for a relatively small number issued before Sept. 1, 1948, when the form was revised somewhat.

Those issued before that date are invalidated by the new regulations, and veterans holding them must justify their applications under the new regulations if they wish to take any courses outside of the specifically approved list.

Similarly, there are outstanding many supplemental certificates of eligibility, permitting the veteran holder to change his course of study. When the new regulations were drafted early this month these supplemental certificates were invalidated, but subsequently VA amended that ruling to permit their use until Nov. 1.

After Nov. 1 these supplemental certificates will be valid until March 1, 1950, for those who want to change schools, but not for change of courses of study.

Review Applications.

The veteran who wants to enter one of the courses listed as avocational or recreational, or who wants to move from under-graduate to graduate schools, must submit his justification on the basis of employment to a regional VA registration and research division office.

There it will be reviewed, and if approved the certificate of eligibility for the specified course and school will be issued.

If the application is not approved, the veteran will be referred to the nearest VA advisement guidance office, where he can take examinations to determine whether he is qualified for the work he intends to follow after training. The decision of the advisement office will be final.

A VA spokesman said the regulations were drafted because "it was the intent of the GI bill that the veteran should be helped to readjust himself. Some of the veterans have been getting away from that idea lately, and it

now seems that, four years after the end of the war, most of them should be pretty well readjusted.

6,600,000 in Program

About 6,600,000 veterans have entered the G.I. training program, and approximately 2,000,000 more have applied for certificates of eligibility. Only 125,000 have received all the training to which they are entitled.

Under the new regulations, educators believe, many thousands never will be able to receive the full amount of their educational benefits.

The Story Of B. J'S CRYSTAL BALL

In the reception room of our private Clinic, in a show case, is the next-to-the-largest crystal ball in the United States.

It is said that if one looks steadily into it long enough and hard enough, and will mentally concentrate, it will reflect in its mirror-like surface what the future holds.

So, one fine morning in July, 1949, we took the crystal ball into the Clinic Gardens. All was quiet, serene, peaceful. We were surrounded by natural, healthy, growing things. There were no disturbing, destructive, or sick vibrations. There, in the quietness, we addressed ourselves to the crystal ball:

Please let us see our future — say 50 to 100 years. What is to become of the work of our father and ourself? Will it live and thrive? Will it die for want of human cultivation? Will it be murdered by so-called friends? Please, crystal ball, tell us the answers.

It was while musing thus, we felt the inner cosmic urge telling us what to think, say, do, and write. And so it has been written.

Most of our thinking, talking, and acting is predicated upon what we thought, spoke, and did yesterday, and what we think, say, and do today to change it. But we're looking forward to tomorrow and prophesying what will be when the Chiropractic principle and practice becomes universally used.

This principle and practice is SO simple that it is misunderstood, misapplied by many in its ranks today.

In scientific procedures, complexity is evidence that the scientist is in error in his conclusions. Simplicity is evidence that he is on the right track to reach his objective. When any "specific rule" is qualified with many variable exceptions, it is no longer a specific rule.

Ultimate scientific objective with electricity was to secure more light with LESS electrical consumption. Ultimate scientific objective in use of gasoline has been to break it down to secure more power from LESS crude petroleum. Ultimate scientific objective in automobiles and aeroplanes has been to produce a lighter engine, to use less gas, to secure more mileage speed.

The human mind has been so complexed with so much that is untrue, in the past, that we suffer with a medical hangover today.

An electric fan is an illustration: Its purpose is to blow a breeze. The amount of breeze depends upon its RPMs. The number of

RPMs is predetermined by quantity of electricity that revolves motor. If there is NO quantity of electricity flowing thru motor, there will be NO RPM, thus NO breeze. If there is a FULL quantity flow of electricity flowing thru motor, there will be a normal number of RPMs, hence full breeze.

An irrigated orchard is another example. Water flows thru main channel, thence thru smaller offshoots between rows of trees. Water saps into ground, dilutes food elements absorbed by the tap and other roots, absorbed up into tree as sap, which causes tree to bloom and produce fruit.

If there is a dam across an offshoot channel, it cuts off flow of water, causing tree to wither and die, producing sick fruit. This occurs ONLY in those rows of trees that do not get normal quantity of water.

There are two approaches to dying tree problem. Inject tree trunk, spray tree, massage bark, soak it in hot or cold water, and in many other ways TREAT sick tree. Or, adjust obstruction to flow where it leaves main channel, let water and food flow naturally and normally TO tree. Given time, tree's Innate will heal its sickness and again produce normal fruit.

A simple comparative illustration is an electrical set-up. There is a MOTOR which GENERATES electricity; wires which CONVEY electricity FROM generator TO motors; motors which PUT INTO ACTION motion which produces function desired. If generator IS working to normal capacity; if wires convey that normal capacity by generators, TO motors; if motors receive normal capacity delivered by wires, we have normal quantity of action desired in motors, be it light as in electric globe, washing machine, electric iron, oven, hot water in boiler, etc. In every set-up there ARE METERS which measure quantity generated, quantity conveyed by wires, quantity received in motors. All one needs TO KNOW is read meters and know what is going on in all three places.

Suppose generators were hidden deep in a subterranean cave where they cannot humanly be seen or heard; suppose wires were buried deep in ground where no person can sense what is or is not going thru them; suppose motors were hidden where no sense of man could tell whether or not they were performing — then what? Suppose globe did not give light, fan did not deliver breeze, motor would not turn lathe, washing machine would not deliver action, water would not become hot — then what? Here is where a medical man would begin theorizing about what was wrong, why they would not work. He would begin diagnosing effects at globe, fan, motor, washing machine, and chemically testing water which was cold. He

would begin empiric treatments for these "dead" instruments of manifestation.

All work in The B. J. Palmer Chiropractic Clinic is to PROVE whether or not generator IS generating, wires ARE conveying current, organs ARE delivering action, and, if not, WHERE interference is between one and other, WHY interference exists, and WHAT TO DO to RESTORE normal quantity current flow between one and other to accomplish action objective.

The illustration is comparable. Human brain IS buried in skull subterranean cave; nerves ARE buried deep in human ground; all organs are concealed where no sense of man CAN determine whether or not they ARE working a normal par. Is there a way we can prove whether or not each IS doing its normal work? Yes! We can and do use various instrument meter-measuring devices to calibrate, evaluate, and measure QUANTITY FLOW at each hidden element, be it brain generator, nerve conveyors, or muscle motors. Our neurocalometer measures by-product of heat resistance to flow; neurocalograph graphs and records normal or abnormal quantity that is or is not flowing. Our timpograph places a meter on brain and measures quantity normally generated intended to reach nerves and body organs. It places meters at various places along paths of nerves to measure where it is normal, where not normal, to locate EXACT spot where interference is. It also measures quantity that is or is not reaching organ involved. KNOWING EXACTLY where interference is, our meters tell us WHERE TO GIVE ADJUSTMENT to remove interference to permit normal flow restoration. We again interject meters to prove or disprove whether we have or have not permitted normal quantity of human current flow to be resored to organs involved, as brot to them by nerves, from brain generators AFTER WE HAVE CORRECTED INTERFERENCE. Our meters don't lie. We can't juggle their findings. We can't deceive meters, for they reveal what we must know. We work FROM cause rather than playing with effects; from source, rather than TO manifestation. Rather than toying with symptoms and pathologies in globe, washing machine, electric iron, oven, cold water, we measure source of and conduction of power from where made, to and thru where it is conveyed, and find why it is not expressed where, when, and how much it should, at organ in which it should be performing. This is a simple approach, for meters are reliable; and, if implicity followed, lead to health and life. All else is unstable, filled with variables, and multiplied into endless complexities containing all the elements of continuous failure.

Man is no different. Concussion of forces PROduces a vertebral subluxation, which occludes an opening thru which nerves pass. This produces a constriction upon nerve or spinal cord, interfering with normal flow of mental impulse supply between brain and body. Dis-ease is manifest at peripheral ends of nerves in organs to which those nerves go.

There are endless methods of TREATING sick organ or body: injections, spraying, baths, infra red rays, thermo-therapy, massage, ad infinitum ad nauseum.

There is ONE natural, normal way of healing and curing sick organ or body, viz., adjust subluxation, REDUCE misalignment, open occlusion, permit normal quantity *restoration* of mental impulse supply to flow from brain to sick organ or body. Given time, sickness will disappear and Innate will cure dis-ease.

Only reason THAT principle and practice is not clear in minds of people today is that their minds are conglomerated and confused with muddy thinking of yesterday. We have so much wrong to unlearn before we can learn little that is right; so much wrong to obliterate before we can learn little that is correct.

Kettering recently said: "We can send a message twice around the world in one-half second, but it takes twenty-five years to get one idea thru one-quarter inch of skull."

Most people, today, are educated fools. They have been educated to nth degree. Most health education — 95 per cent — is medically wrong. They have been taught that cause of dis-ease is OUTSIDE and cure is OUTSIDE. This theory is 100 per cent wrong. Because theory is wrong, present-day cure of dis-ease is impossible. Because of this, mankind is sick, mentally and physically. Average man gets along, and that is all.

How far is he below normal par? How far is average man sick with this or that, here or there, which debilitates and handicaps him from doing his level best? There is no way of estimating. Nearest approximation any could estimate is: if cause and cure are unknown to medical men; and if medical men dominate health of the great mass; and if they cannot cure his ills, then it is safe to say 100 per cent of people are mentally and physically sick beyond reach of medical profession.

Mankind being educated along these lines, looking to medical men for health and not finding it, makes him an educated fool so far as medical health values are concerned.

Future of ChiropracTIC is as bright as the principle is correct.

Future of ChiropracTORS is as grave as their practice is incorrect, inefficient, and incompetent. Once a principle has been

discovered from cosmos, it is never lost. Once a practice has been developed, it could be lost if its adherents do not confine it within the purview of the principle.

Harper's Magazine (April, 1949) contains an article WHY MEDICINE IS NOT A SCIENCE, by Ian Stevenson, M.D., from which we extract the following:

"Most of us are probably under the impression that the medical profession has arrived at a zenith of scientific achievement, from which it will go on from triumph to triumph. But medicine suffers today from a defect which, unless remedied, may halt its future progress."

Weigh well these words. He says his profession thinks it has arrived to its greatest height of accomplishment. He warns it "suffers from a defect" which may "halt its future progress." We could apply that statement to our profession today.

"Medicine will not achieve the stature of a science UNTIL THE BASIC LAWS OF HEALTH AND DISEASE HAVE BEEN DISCLOSED. But the search for these laws HAS HARDLY BEGUN. No discipline can claim a greater array of equipment by which its research is carried on, YET NONE IS INFERIOR TO MEDICINE IN ORGANIZING ITS KNOWLEDGE into coherent principles."

He admits medicine is NOT a science and cannot be "until the BASIC LAWS of health and disease" have been revealed.

He admits "the search for these laws HAS HARDLY BEGUN." Can this be, after 5,000 years?

He contends there isn't any other profession which has "a greater array of equipment", yet lowest of all these professions is medicine; none other is lower.

"That there do exist underlying principles of medicine, IF ONLY WE COULD DISCOVER and formulate them, has been a haunting thought with great physicians for centuries."

He tells: "There DO exist underlying principles of medicine, IF ONLY WE COULD DISCOVER AND FORMULATE THEM."

Chiropractic HAS what this man admits medicine NEVER had. He admits searching for those "underlying principles" has "haunted" "great physicians for centuries." They seek what WE have. Often, we seek what THEY have. They NEED what WE have. WE think WE need what THEY have. What many of OUR profession are throwing away, THEY need badly. What many of THEIR profession are discarding, many in our ranks think is health perfection.

"'For the intelligent practice of medicine,' wrote Mackenzie, 'and the understanding of disease, THE SIMPLIFICATION OF MEDICINE is necessary. . . . I hold that the phenomena which are at present so difficult to comprehension, ON ACCOUNT OF THEIR NUMBER AND DIVERSITY, are all produced

IN A FEW SIMPLE WAYS, and that with their recognition WHAT IS NOW SO COMPLEX and difficult will become simplified and easy to understand.'"

Note these words: "For the INTELLIGENT practice of medicine" — admitting it isn't "intelligent" today — "the simplification of medicine is necessary."

Could anything be more "simple" than "intelligent" understanding of the Chiropractic principle?

"On account of their number and diversity," he says disease phenomena "are ALL produced IN A FEW SIMPLE WAYS."

How brilliantly is that fact substantiated in our, IT IS AS SIMPLE AS THAT. He holds when such simple ways are recognized, all which is now complex "will become simplified and EASY to understand."

There is one fault in that statement: — he wasn't dealing with Chiropractors!

"Yet what is the situation in medicine today? Each bodily system — if not each individual disease — IS HANDLED BY SPECIALISTS IGNORANT OF OTHER FIELDS. The leading textbooks of our time are mere catalogues of disease states; they rarely offer a generalizing statement which might enable a student to apply the experience he has gained in one disease to the management of other diseases."

"Teachers of medicine, almost without exception, ARE INNOCENT OF ANY HINT THAT THEIR SUBJECTS MIGHT BE AMENABLE TO BROAD PRINCIPLES."

We, in Chiropractic, have long advocated too many Chiropractic teachers and "chiropractic" schools "almost without exception" are getting into same rut medicine has been and is in. Once we understand fundamental "broad principles" of Chiropractic, all else is amenable to it.

"IF THE PRINCIPLES OF MEDICINE ARE TODAY UNKNOWN, OR KNOWN TO ONLY A SLIGHT EXTENT, THIS IS A DIRECT RESULT OF THE FACT THAT THEY ARE NO LONGER SOUGHT. Medicine, in short, has succumbed to the twentieth century habit of concentrating upon techniques RATHER THAN UPON THE QUEST FOR UNDERSTANDING; of thinking that when phenomena have been described they have been explained."

He tells: "the PRINCIPLES of medicine are TODAY UNKNOWN" because this is a "direct result" because "they are no longer sought." He contends this is because his profession "has succumbed to the twentieth century habit of concentrating upon techniques RATHER THAN THE QUEST FOR UNDERSTANDING."

We have long contended if OUR profession UNDERSTOOD Chiropractic MORE, they would seek and reach their goal quicker,

easier, and more efficiently. OUR profession is now, in part, in that same rut.

"This defect tends to be self-perpetuating, FOR THE AMOUNT OF MEDICAL KNOWLEDGE THAT HAS BEEN ACCUMULATED IS SO VAST AS TO BE FAR BEYOND THE CAPACITY OF ANY ONE MAN TO GRASP AND USE."

He says when men see techniques and lose simple value of their principle, they seek to "self perpetuation" and in so doing they build mountainous aggregations of techniques which, to know them and use all is "far beyond the capacity of any one man to grasp and use."

If any Chiropractor were to try to use ALL Chiropractic techniques peddled today, he would be at a loss to know which one to use with which case, with which disease, or how to apply it. His mind would be in a maze, wandering thru the haze of multitudinous methods. Instead of simplifying, our techniques complex beyond the ken of any man.

There is every difference between whether one begins at the beginning of everything, with PRODUCER who knows HOW to and does produce all; or whether one begins at endings of PRODUCTS which are as endless as products are multiplied by millions. ONE producer produces MILLIONS of products. To know PRODUCER is to know ALL products. To know ALL PRODUCTS is to get lost, making it impossible for any man to know them; and if he tries, he has lost himself.

One tree can produce one million matches. One match can burn down one million trees.

To know Innate is to know THE PRODUCER of man, his every organ, every function, his health, his sicknesses, his restoration to health, his thots, ambitions, and accomplishments. To know Innate is to understand the simple AND SINGLE cause of EVERYTHING human. To study symptoms, pathologies, diagnoses, each kind, each variance, each combination, each compilation, each assemblage, is to get wrapped up in the impossible so one gets lost in the maze. To treat symptoms, pathologies, diagnoses, each kind, each variance, each combination, each compilation, each complication, with many kinds of inhibiting a stimulation method, or stimulating an inhibition method, is to pile up more imponderables than one man can comprehend or use. Any attempt is to repeat failures medicine has established.

A clear understanding OF PRINCIPLE will automatically lead to a correct solution of practice. If we lose understanding OF PRINCIPLE, we go into endless complications and compilations of practice techniques which build same fault from which medicine

today suffers. Study principle more, and practice takes care of itself. Principle solves problem of practice.

"The judgment of Sir Charles Singer, the English medical historian, is apt: 'If from the facts NO LAWS EMERGE, the facts themselves become an obstacle, not an aid, to scientific advance.'"

How true! If, after all their researching, thinking, studying, "no laws emerge" upon which to base understanding, then such "become an obstacle, not an aid."

"Most of this vast and unmanageable array of facts has been produced, not through the development of medicine itself, but through the application of medicine of physics and chemistry. Furthermore, most of it has been produced by means of laboratory experiments, many of them upon animals. These experiments have helped physicians to glimpse the intermediate pathways of disease, BUT HAVE THROWN LITTLE LIGHT UPON THE TRUE NATURE OF DISEASE. The pancreas of a dog is removed; the dog thereupon shows symptoms much like those of diabetes mellitus; and that fact leads to the isolation of the pancreatic hormone, insulin, which can thereupon be used to control diabetes. Certainly a great discovery; yet few diabetics develop diabetes as a result of having their pancreas removed; and though we are now able to control the disease with considerable effectiveness, WE CANNOT CLAIM TO BE MUCH CLOSER TO UNDERSTANDING THE CAUSE OF IT THAN WE WERE FIFTY YEARS AGO."

He tells the result of all medicine has been to "control the disease" from which they have learned a tremendous amount of education; but "we cannot claim to be much closer TO UNDERSTANDING THE CAUSE ***** than we were FIFTY YEARS AGO."

The thing WE have, they lack. The thing THEY lack, WE want. The abyss they want to get OUT OF, we try desperately to get into. We HAVE cause and know little, if anything, about how to "control the disease." They know how to "control the disease" and nothing about cause. We HAVE cause and throw it in our alley. They go down OUR alley and pick up OUR cause. WE go down THEIR alley and pick up their technique treatments of how to "control the disease."

"It is ONLY by observing the experiments OF NATURE that we shall learn THE SECRETS OF BIOLOGICAL LIFE."

May we suggest study of Volume XXII, THE BIGNESS OF THE FELLOW WITHIN?

Out of the mass of our profession, we have too few who think, study, want to know rights and wrongs of our and other professions, that such might lead them to be true and truthful getting sick people well. Majority are content to slide on greased toboggan path of least resistance, way everybody else thinks, speaks, writes, and does. People have been taught for centuries when sick they need treatment for disease; so, many in our ranks treat disease. Sick

want symptoms stimulated or inhibited; so, many Chiropractors repeat the offense. Reason WHY patients come TO Chiropractor is that medicine has failed to get them well. Chiropractors know that! Yet many continue doing SAME thing, SAME way physicians did, and come out with failures SAME as medical men.

Chiropractors TALK Chiropractic principle because it IS different. Some Chiropractors then practice MEDICAL method because it is what they think people think they want, knowing no better. Reason WHY patients come TO a Chiropractor is because they believe he has a DIFFERENT principle, a DIFFERENT approach, a DIFFERENT practice, offering hope for a DIFFERENT result. Then what? Many continue doing same things, same ways physicians did, hoping against hope they will come out with a DIFFERENT result than physicians.

Out of the mass of our profession, there are many who study "straight line thinking" format. They seek anything and everything that IS Chiropractic. They diligently endeavor to learn better methods, better understandings, aiming to give better adjustments, at right place, in right way, at right time. It is THIS group that is a credit to our profession. They are constructive and leave healthy impressions in minds and bodies of all they contact.

"Hundreds of other examples could be cited of laboratory experiments which have taught us much about the intermediate mechanisms of the morbid process, BUT ALMOST NOTHING ABOUT ITS PRIMARY CAUSE. FOR WHENEVER MAN, BY EXPERIMENTING, INTERFERES WITH NATURE, HE REMOVES HIMSELF FROM NATURE, whose own experiments are delicate and prolonged, revealing themselves only to the most patient observer. IT IS ONLY BY OBSERVING THE EXPERIMENTS OF NATURE THAT WE SHALL LEARN THE SECRETS OF BIOLOGICAL LIFE—its success in health and its failure in disease and death."

He reiterates the same thot:

"Hundreds of other examples could be cited ****which have taught us much about the intermediate mechanisms of the MORBID process, BUT ALMOST NOTHING ABOUT ITS PRIMARY CAUSE."

You and we HAVE "*primary cause*" and need know nothing about "mechanisms of the morbid process."

If we would study the work of Innate, "we shall learn the secrets of biological life—its success in health and its failure in disease and death," in saving lives and getting sick well.

"Not only have we fallen victim to the falacies involved in artificial experimentation; we have also become so entranced with TECHNICAL procedures that WE HAVE LOST SIGHT OF THE PATIENT HIMSELF, the individual person who is subjected to so many of these laboratory tests."

"We have come to consider disease not as 'life in altered form' but as a mysterious parasitic entity growing on man like mistletoe on an oak."

"We have forgotten which was 'Peter's wife.' WE HAVE FORGOTTEN THAT THE ACTUAL NUMBER OF DIFFERENTIAL DIAGNOSES IS NO LESS THAN THE NUMBER OF PEOPLE UPON THIS PLANET."

"Thus we have neglected both the similarities among different disease states and the differences among patients with apparently similar diseases. This is because modern medicine, particularly in its research phases, is almost wholly in the hands of specialists, each treating or investigating ONE ORGAN OR SYSTEM OF ORGANS, AND NECESSARILY NEGLECTING THE OTHERS."

Recall our definition of a specialist? One who knows more and more about less and less.

"One may make great progress in studying the liver by restricting one's attention to that organ alone. But in the human body the liver is not alone; and it cannot be studied completely WITHOUT KNOWING ABOUT THE FORCES WHICH ACT UPON IT FROM OTHER PARTS OF THE BODY."

"Today we pay for our knowledge of the parts in ignorance of the whole."

"By this approach, specialism perpetuates itself in medicine. We have different doctors for asthma, diabetes, cancer, and brain tumors because the knowledge of the specialist in one of these diseases has no bearing on another. HAD WE A GRASP OF UNDERLYING PRINCIPLES IN MEDICINE A PHYSICIAN WOULD FEEL EQUALLY AT EASE WITH ANY OF THESE CONDITIONS. Yet the specialist studying one organ or one disease is unable to liberate himself by the detection of principles COMMON TO ALL ORGANS AND ALL DISEASES. Specialism is a necessary evil of modern medicine but is not a necessary accompaniment of the good medicine of the future."

In Chiropractic we have ONE known underlying principle, ONE simple underlying dis-ease, ONE proven cause, ONE efficient correction, ONE positive cure which makes it possible for *any* Chiropractor using *that* principle and practice to have "a grasp of underlying principles" which makes him "feel equally at ease with ANY of these conditions!"

"There are three states of ill health. The first is a functional impairment or misuse WHICH IS OFTEN IMPOSSIBLE TO DETECT AND MAY NOT BE NOTICED BY THE PATIENT OR HIS PHYSICIAN; the second brings definite symptoms of illness; the third brings structural changes. At present, patients are rarely seen BEFORE THE SECOND STAGE has been reached; more often, not BEFORE THE THIRD STAGE. To try to learn about an ailment under such circumstances is something like trying to learn about chess by watching only THE LAST MOVES of a game between two experts, unaware that the outcome is frequently decided IN THE FIRST MOVES."

He tells us there are three stages of disease:

1st. a dis-ease;

2nd. definite symptoms of disease;

3rd. structural changes or pathology.

He says they rarely see first, don't get cases until second is present, and "more often not before the third stage."

You and we are in a different position. Knowing principle OF CAUSE, we CAN get cases in first stage, adjust that cause, and

prevent second and third stages from developing. THEY wait until disease develops before they know there is such, because they deal only with symptoms and pathology. They know no cause. You and we, KNOWING CAUSE, correct it before there could be any development. How true his statement:

"To try to learn about an ailment under such circumstances is like trying to learn about chess by watching THE LAST MOVES of a game, unaware THAT THE OUTCOME IS FREQUENTLY DECIDED IN THE FIRST MOVES."

You and we know "the first moves" in knowledge of and adjustment of CAUSE of dis-ease.

"Furthermore, the training required of physicians must be broadened and liberalized. In the past thirty years it has become more and more technical, THOUGH NOT NECESSARILY MORE SCIENTIFIC. Studies which might humanize the students are jostled aside TO MAKE ROOM FOR COURSES SO RESTRICTED IN CONTENT AS TO MAKE HIM, FREQUENTLY, A SORT OF SCIENTIFIC BARBARIAN unaware of the truth of Professor Clark Kennedy's dictum: 'In medicine we are bound to deal with human life and experience as a whole, and half the art of medicine is to adopt a reasonable and practical attitude TO THE UNKNOWN.'"

"In ancient Greece the doctor was primarily a philosopher and secondarily a physician. He was first A STUDENT OF NATURE, and secondly A STUDENT OF NATURE PERVERTED BY DISEASE."

You and we ARE students of Innate Intelligence, which he calls "nature" and the "unknown." We are students of Innate Intelligence in which ease is changed to dis-ease. We have solved the problem with which medicine suffers. Many Chiropractors today try to solve problems of Chiropractic by trying to convert it back to problems of medicine.

Now that we have presented conditions of medicine of today, let us glance into our future and see what is going to happen to medicine then.

Medical colleges, as we know them today, will be a thing of the past. There will be certain studies to cover character of anatomical work necessary to care for injuries, accidents, traumatisms, gun-shot wounds, etc., for wars are a certainty up to and until such time as Chiropractic has readjusted man's abnormal selfish ambitions into a natural normal healthy thinking race.

Medical studies will be reduced in number, character, and time involved. Instead of being compelled to study four, six, or seven years of many useless subjects, they will be confined to a few simple subjects particularly confined to spinal column, its mechanical movements, study of vertebral subluxations, their adjustment, etc. Many subjects now taught will then be obsolete, found an unnecessary waste of time, thot, and money. Pharmaceutical houses will quit manufacturing serums, viruses, pills, vitamins, drugs of vari-

ous and sundry kinds. They will not be needed because the race of men will realize cause and cure are inside and principle of stimulating an inhibition or inhibiting a stimulation is wrong; cause and cure are not to be found on outside with compounds, prescriptions, etc.

Drug stores will be confined to more of what they are now. Drug stores are no longer DRUG stores — they are department stores selling most everything but drugs. Most of us have lived long enough to recall there was a time, not long ago, when a drug store was ALL drugs. We now see marked increase in everything else, within past thirty years. This has been due to changes taking place, viz., advent of Chiropractic, Osteopathy, Christian Science, and other non-medical methods. It is due also to loss of confidence of medical men themselves in drugs, as well as a better understanding on part of public who have lost confidence in medicines of all kinds.

Major surgery for pathology, in future, will materially reduce. Conditions for which major surgery is largely used today are chronic pathologies. Inasmuch as the acute subluxation will be adjusted and acute conditions corrected before they become chronic, necessity for much major surgery will be eliminated. Surgery will then be resorted to only in cases of accidents, injuries, and traumatisms. When that day arrives, people will retain tonsils, appendices, and other "unnecessary organs" which will be proven necessary and useful in bodily economy.

Medical legislation will be wiped off statute books. It will be looked upon as one of those witch-burning experiences human race has gone thru which is no longer of value. It will be as passé as horse and buggy are now.

Hospitals will be materially diminished in number and size, one being sufficient to care for accidents, injuries, and traumatisms, as well as war wounds. Those now existing, large as many of them are, will be turned into boarding houses or converted into apartments, relieving housing shortage occasioned by a rapidly increasing United States population with attendant increase in births.

Maternity hospitals will be materially reduced. When Chiropractic is extensively used, births will be normal, natural, most of which will take place in homes, and no surgeon will be needed as much as now.

Insane asylums and other institutions for treating mental types will be largely depopulated. Causes of such will be known and adjusted, acute insanity will be quickly restored to sanity. These,

too, will be made into boarding houses or converted into apartments for healthy people.

Criminals will be known as sick people. They will be adjusted as such. Being sick, causes will be known and adjusted; causes adjusted, they will be well mentally. Crime begins with sick thinking. Prisons will be depopulated and turned into factories for manufacturing peaceful pursuits and useful products.

Then there are taxes to build huge hospitals, insane asylums, penitentiaries — all adding to the cost of living. Right now the drive is on to “fight polio.” The report as of a few days ago (August 1, 1949) was that there were 10,260 cases in the United States. What an epidemic! 10,260 cases out of a population of 149,000,000. Yet we are asked to give millions.

For 5,000 years, thousands of medical men have been seeking thousands of causes for 18,000 differently diagnosed diseases. In their opinion, each disease had a different cause. In recent years medical men have been seeking a different specific for each disease. To date, they have not found *any* primary cause for *any* secondary disease, much less one specific for all.

Having discovered the “bacillus causing tuberculosis” and the “virus causing polio,” they admit they are no closer to THE CAUSE of these diseases. They confess germ is an effect, not cause. They admit cause of cancer or diabetes is not known — until one wonders what good any of the medical multiple studies and seven years schooling have meant to betterment of the human race.

That germs *are* present is demonstrable, but these germ theories of diseases are increasing, not decreasing. The associated organism is always found — but it isn't *the* cause.

We are looking forward, seeing what is to come, in spite of discord, uncertainties, misunderstandings existing today in OUR ranks. All will come to pass in spite of adverse legislation, basic science boards, physiotherapy and naturopathy which are trying to inject themselves into our principle and practice. It is obvious that a principle and practice which is right — as sound, sane, and sensible as Chiropractic — cannot be killed by extraneous methods IF Chiropractic does ONE thing: GETS SICK PEOPLE WELL WHEN OTHER METHODS FAIL! That being a truism, fact, a potential within *our* principle and practice, nothing can kill it, given time, no matter who tries, how hard they try, or what methods they adopt to try to do so.

People of tomorrow will be a healthier race. They will be wealthier because they will save hundreds of millions of dollars which today they spend foolishly and wastefully seeking health

they never find in medicine. They will be a saner race mentally, therefore will think better thots, clearer ideas, and produce more mentally. They will be physically more fit to produce necessary things of life. They will live longer, therefore be of greater service to mankind with whom they associate.

In days to come, not only will sick people get well, improve the race mentally and physically, but we will help make the race financially and economically richer because of having developed what we have. These present-day drives for polio, cancer, tuberculosis, heart disease, etc., take money *from* well people *to* carry the load of sick that find no cure. It was but a few years ago when the drive was for money to "stamp out tuberculosis." This is soft-pedalled now. People have found it did no good. So they drop a dead horse and pick up a new slogan: "Cancer can strike anyone!"

This so-called vast medical education constructed as a substitute has builded a mass of artificial religions, health and sickness approaches, taking us from inside of things and plastering on an external approach. We understand the necessity for "higher education" if we build forty-story buildings; long spans of bridges to carry certain stresses of steel; aeroplanes that travel seven hundred miles an hour to carry larger bombs to more successfully kill more men; automobiles to get from here to there; all to further the ends of "higher educational necessities," each to help other to climb to greater heights. But, is any of them a necessity to live a more healthy, more normal, happier, longer life? Or, does it lead further into deeper morasses?

All Chiropractors admit correctness of THE PRINCIPLE of Chiropractic. All argue it, talk it to patients, to convince patients to come to them for health service. Patient sees reasonableness of the principle and goes to Chiropractor expecting to receive what he is led to believe exists, within the purview of that principle as explained to him. In too many instances patient is doomed to disappointment. Chiropractor either denies there IS a vertebral subluxation; does not know WHERE vertebral subluxation is; does not know HOW to locate it; does not know HOW to list it; does not know HOW to adjust it; or uses methods of *treatment* of diseases which do not correct it. It is in the application of principle in practice; he fails to deliver. This forces him to chase backward into realms of medicine, hoping something there will do what he hasn't done.

Delivery of a correct adjustment is today *the* problem in our ranks. Day may come when there may be a mechanical adjuster

which may automatically do better than the Chiropractor, even though its use might not equal human adjustment given correctly and efficiently. We have seen only one mechanical adjuster that approaches human touch or acts as a poor substitute. This model is not on the market. After all, it's a rule of percentages. Better a GOOD mechanical adjuster than a POOR human adjuster.

Suggesting that a mechanical adjuster may replace Chiropractor, may have dangerous implications, viz., such in the hands of one who does not know how to use it might and could adjust from wrong side, or too much or too often from right side. As much can now be said for the incompetent, incorrect, and inefficient Chiropractor. He, too, could adjust from wrong side, or too much or too often from right side. If proper adjustment corrects cause, improper adjustment will produce cause. Notwithstanding inaptitude of mechanical means, it might and possibly could correct a larger percentage of subluxations than a POOR Chiropractor using his clumsy head and hands. Better a mechanical ACCIDENT than a poor human INTENTION. If this should ever come to pass, every head of a home may be the future family doctor, able to correct acute subluxations in his home direct, avoiding necessity for any doctor.

Developing constricting and legislatively greedy Chiropractors who misunderstand and misapply our simple and single principle and practice, might some day force the sick (who better understand our principle and practice) to defend themselves by demanding a more simple home method of getting well than our profession is demanding now and for the future. Need we say such plans have been formulated if necessity demands, which will overcome gigantic handicaps we are wrapping around our package delivery?

The procedure is SO simple, there is reason to believe this might come to pass.

Vertebral subluxations are the direct result of a strain, twist, wrench, or other concussion of forces in some form of trauma. As a direct result, there is an acute condition beginning, affecting function somewhere in some way. When Chiropractic becomes general, this *acute* condition will be cared for at once; vertebral subluxation will be found at once, if such exists; checks will be made for its existence, and when once found it will be adjusted; checking conditions before they start to become acute. When this is done, there will be no *chronic* dis-ease, therefore no *chronic* pathology to require attention later, when or after well developed. *Chronic* disease will not be permitted to occur.

Chiropractic has added millions of years to millions of lives of

millions of sick people. What greater credit could be placed at the feet of our profession?

All this is true, assuming the Chiropractic principle and practice is right. And who is to better say that it IS right than that it works when it IS worked; when it is applied to sick people who have failed by all treatment methods and have turned to Chiropractic as a grasping straw and find it succeeds where all else failed. The day will arrive when millions will turn to it knowingly first, rather than as a last resort.

We who work with this principle and practice on sick people know it is right. The sick people who have it applied know it is right. How about the rest of the world who have yet to find and know what we and the sick know? Given time, the gospel is spread into more homes, more bodies, and the ever-accumulating constructive survival value continues.

In past 55 years, in United States more particularly but also in other parts of the world, some 30,000,000 people have had the Chiropractic principle and practice applied, restoring in part or totality transmission from inside outside, from abnormal to normal, from natural to artificial, a body rebuilding, thus elevating the standards of mankind to the extent of 30,000,000 people. In exact ratio as Chiropractic is better understood, more extensively applied to more people, the world of people will receive greater benefits of its use. Given another 100 years, another 50,000,000 could be easily advanced accordingly. In another 200 years, the world in general will come to know its advantages to their minds and bodies.

People who have been acknowledged as great, who accomplished those things called great, have been self-made from within. Their every endeavor was to improve man, himself. All others have developed ways and means of increasing external environmental luxury of the artificial. It raises the question as to whether we, as civilized, enlightened, and educated people, ARE better off in our state as living beings than so-called uncivilized, unenlightened, and so-called ignorant native people of the jungle. People of the jungle have every internal function we do; they produce and reproduce with greater ease and comfort than we. They are born easier, eat more naturally, live more healthily, and die older than we. They do not have automobiles; why should they, they have no place to go. They have no aeroplanes; why should they? They have no great spans of bridges, but they don't need them. They have crude boats that take them from one village or island to another; what more do they need? They have no libraries, colleges, or universities. They live better without knowing so much that isn't so. They do not waste 4-years-of-9 cramming heads full of theories and notions

they cannot use, do not need, which do not work, to gain a diploma to ornament their walls, to secure licenses that do not prove efficiency in service to their fellow man, to appear as educated as others as ignorant as they, on the same ignorant subjects.

In our Vol. XXII, THE BIGNESS OF THE FELLOW WITH-IN, we have minimized the value of external medical education as to its value to get sick well. As a substitute, we have maximized value of internal Innate Intelligence in getting sick people well. This raises an all-important question of an existing conflict in the minds of so-called educated people, between natural and artificial states of living beings under present-day unnatural and artificial existences.

With proof at our comand, with willingness to give it to the world, regardless of adjustic technique employed in so doing, so long as it is applied to vertebral column, it is only a question of time until the world will adopt and adapt such principles and practices of restoring health to the sick. When that has been done, mankind will more nearly reach his normal par internal health level, both mentally and physically. To do any or all of this is to raise the level of human efficiency.

THE cause is inside; Chiropractic knows that cause. That cause is a specific in fullest sense. Chiropractor knows location of that cause and is able to correct it; therefore, we have gone a long ways to help correct sicknesses of mankind.

THE cure is inside. Chiropractic knows how that cure works from inside out. That cure is specific in character and work, regardless of name or location of dis-ease. Chiropractor can prove this inside cure works to restore health to mankind; therefore, we have gone a long ways to present to the world a means and method of getting sick well, mentally and physically.

This vast medical education of disease, effects, symptoms, pathologies, and diagnoses which medical men have dug out of the average man, has not improved normality of living to betterment of the human race. It has weakened him, impoverished his normal mentality, caused him to become less natural than he would otherwise be. We have unsuccessfully robbed Peter to pay Paul. What we added to education, we have diminished in Innate. We have stolen from inside to plaster on outside. To strengthen educated theories, we weakened Innate's value.

In our Vol. XXII, THE BIGNESS OF THE FELLOW WITH-IN, we advocated a principle that so far as man becomes artificially

and unnaturally educated, he is robbing Peter to pay Paul. So far as he thinks education supreme, and works to build an education, he develops a gigantic artificial fellow. And so far as he does, he is stealing natural and normal expression of Innate from within. He piles on outside that which he thinks is real to the detriment of Innate within which IS the real fellow. So far as he piles education on outside, he develops extraneous values of unnecessary methods of living which force him to do extreme things to exist. In so doing, he strains, struggles, forcing himself to go beyond normal physical limits, and thereby creates vertebral subluxations which produce sickness, which lowers his par value to himself, his immediate family, and thus to all mankind in general with whom he associates. This is a universal condition, except with natives who neither care nor live that kind of life. All mankind is striving to outdo each other in artificial life, and thus lowers mental and physical health of mankind.

Once Chiropractic has attained manhood in universal service, this increased cost of useless trying to save sick people will be materially reduced. There will be no financial drives. There being little use for hospitals, homes for mental cases, or steel bars for sick criminals, all this will be taken off the overburdened back of the normal individual and life will be more pleasant for all concerned.

In 1895, our father discovered THE cause and cure of all disease. It remained for other years, other studies, and other people to find ONE specific for THE cause of ONE disease; to simplify complexity, to single multiplicity, to point to ONE cause of ONE general condition; to prove ONE cure for ONE disease in a human body, regardless of where located or named.

Vital question is: what use are we making of this Innate potential? What has mankind to thank YOU for, for having studied this work and applied it to mankind? Do they call you blessed, or do they curse you for robbing them of that which you could and should give? Answer rests with you.

Will Chiropractic continue to be a separate and distinct profession, manned by a group who are sincere and honest in their desire to get sick people well as their primary objective? The few experts then living will be! Otherwise, it is doubtful such will exist as we now understand it.

Will The PSC be here as an institution teaching the world how to understand and use Chiropractic? Will medical profession absorb Chiropractic and use it as one small part of their vast "armamentarium?" They, too, will be recognized as failures and will fade out. Then how will Chiropractic survive? Its single and simple use

will be so clearly understood then by lay people that practically every home will use it, if, as, and when occasion necessitates. It will be as much a part of family understanding as are food, water, air, sleep, work, or natural living. Will they give adjustments then as we do now, by hand only? Will there be a simple mechanical adjuster in each home, as we today have mechanical milkers for cows? What **WILL BE** method used? Time will tell! Will the Palmers be recognized and remembered for parts they played in its discovery and development?

There is a paradox in this talk. At times and in portions we say Chiropractic *will* live and grow to greater heights. In other portions, we raise doubts as to its being perpetuated. In others, we say as adroitly as we can that it will be buried under smotherings of its hypocritical adherents.

Our father was a strong, brutally blunt, courageous, fearless fighter for principle. He cared little, if anything, for people, except as they believed in his principle. He sacrificed for the birth and life of Chiropractic. He was **INTOLERANT TO PEOPLE** and **INTOLERANT TO PRINCIPLES**.

We were born and nurtured on the same strong, courageous, fearless kind of family milk. We fought insistently, persistently, and consistently, without stint of time or finance, to carry same banner to perpetuate Chiropractic in its purity for posterity. We **CHANGED** policy of our father by being tolerant of the weaknesses of people, but retained our father's intolerance being relentless in our warfare to defend its principles.

What about the future? All depends upon whether men who guide it from here on in are pacifiers, hand-shakers, tea hounds, lounge lizards, back-slappers, toddyers to compromisers who cater to the obstreperous who oppose our father and ourselves; or whether they continue hard-fisted, have clear vision, refusing to compromise on principle. We regret there are those amongst us who think they should be tolerant to people and so tolerant to principles as to substitute and compromise them. By so doing they want to become a "good fellow" to enemies of principles. If they think the way to win is to cater to whims and caprices of those who disagree with our father and ourself, then Chiropractic is doomed, for that weak-kneed policy never gave it birth or nurtured it to where it is. Making friends of enemies of Chiropractic, playing soft with those who destroy it, will not preserve its future. Therein lies the paradox.

Are these statements re the future of a sick-and-well mankind

wishful thinking, day-dreams, or nightmares? We think not. They are practical, down-to-earth, matter-of-fact statements.

Today you have a definite, positive, absolute knowledge of that for which the world has been seeking for 5,000 years — *A* specific for *A* dis-ease. Today you have a positive workable ability to correct primary *cause* and make sick people *well*. Today YOU know and have an intimate knowledge and understanding of THE BIGNESS OF THE FELLOW WITHIN, which cures *every* sickness of mankind, regardless of location, character, symptomatology, pathology, or diagnosis. Today THAT is within your grasp to have, hold, know and use. Today you possess an inalienable right and potential ability to serve mankind to step up their mental and physical ability and make the world of people a better place in which to live because of *your* having lived.

You and we KNOW the principle and practice of Chiropractic is right. You and we KNOW it does get sick people well. You and we KNOW the world is sick and seeks health. You and we KNOW Chiropractic delivers what they demand. You and we KNOW medicine does NOT deliver a health service. You and we KNOW medicine has not within its principles and practices any remote potential of accomplishing that objective. So long as there are sick people, so long as sick people demand to get well, and so long as the sick KNOW Chiropractic gets them well, just that long will there be a demand for Chiropractic adjustments. And what people demand, they'll get.

You and we KNOW there have been all kinds of obstacles placed in our paths: medical legislation; Basic Science Boards; medical free publicity; medical radio talks every week; medical scares for purpose of soliciting millions of dollars from people. They have TRIED to choke our efforts.

You and we KNOW many in OUR ranks are insincere, incompetent, inefficient, who use the Chiropractic principle and practice for purpose of greed. We have seen associations build around physiotherapy and naturopathic methods, calling them Chiropractic — YET IN SPITE OF ALL, CHIROPRACTIC HAS GROWN IN STATURE, STRENGTH, NUMBERS, LEGISLATIVE ACCOMPLISHMENTS, GAINING FOLLOWERS BY MILLIONS. Why? Because CHIROPRACTIC GETS SICK PEOPLE WELL! Merit alone HAS PUT US where we are. MERIT alone will KEEP US where we are. MERIT alone WILL SAVE Chiropractic for the future, and nothing anybody can do, either in or outside of our ranks can kill that sane, sensible, and safe working principle THAT GETS SICK PEOPLE WELL.

The power of any democracy rests in people. The power of adverse legislation rests in minds of sick people who get well. If, as, and when they know CHIROPRACTIC does it, all adversities will go by the boards and they will get what they want.

All we have said is true, and you know it.

Dr. Stevenson says: Medicine has gone into the higher stratosphere, getting nowhere fast.

1. Medicine is NOT a science.
2. Medicine has NOT arrived at a zenith.
3. Medicine has NOT achieved scientific achievement.
4. Medicine suffers from a defect.
5. Medicine, unless remedied, will halt its future progress.
6. Medicine has not disclosed the BASIC laws of health and disease.
7. The search for these has hardly begun.
8. Medicine has the greatest array of equipment.
9. Medicine is at the bottom in organizing its knowledge.
10. He admits there are underlying PRINCIPLES of life.
11. He admits they HAVEN'T discovered them.
12. He admits they HAVEN'T formulated them.
13. He admits this defect has been a haunting thought for centuries.
14. He admits a simplification of medicine is necessary.
15. There is no intelligent PRACTICE of medicine until there is.
16. There is no understanding of DISEASE until there is.
17. He concedes "phenomena" are difficult to comprehend.
18. He concedes this is true because of number and diversity.
19. He concedes all such are produced in A FEW SIMPLE WAYS.
20. He admits if they knew these few simple ways —
21. and if they recognized them —
22. what is now complex and difficult —
23. would become simple and understood.
24. To explain this complexity and diversity, he says:
25. Each bodily system, —
26. each individual disease, —
27. is handled by specialists —
28. ignorant of other fields.

29. Text books are mere catalogues of diseases.
30. They do not offer a statement which might help one student—
31. to apply experience of one disease to another.
32. Teachers of medicine give no hint that all such might be amenable to broad principles.
33. The principles of medicine are today unknown, —
34. or, if known, only to slight extent; —
35. and this is because they don't seek them.
36. Medicine has concentrated upon techniques, —
37. not on search for understanding.
38. This defect is self-perpetuating, —
39. because medical knowledge is so vast
40. as to be far beyond the capacity —
41. of any one man —
42. to grasp or use.
43. Out of all this, no LAWS of medicine emerge, —
44. which becomes an obstacle to advancement.
45. All this has thrown little light —
46. on the true nature of disease.
47. After all this, we cannot claim to being closer —
48. to understanding THE CAUSE —
49. than we were fifty years ago.
50. This vast education has taught them —
51. the mechanisms of the morbid process, —
52. but almost nothing about ITS PRIMARY CAUSE.
53. Experimentation, interfering with nature, —
54. removes him from nature.
55. Only by observing "nature" —
56. can one learn the secrets of biological life —
57. how nature succeeds in health —
58. and how it fails in disease and death.
59. There are as many different diagnoses —
60. as there are people on this planet.
61. If a medical doctor had a grasp of understanding —
62. of underlying principles, —
63. he would understand all these conditions.
64. The medical man knows only the THIRD stage of disease —
65. the last moves of a game; —

66. it is the FIRST moves which determine prognosis.
67. All this has forced their training —
68. to be broadened and liberalized.
69. This has forced medicine to be more technical —
70. but not more scientific.
71. Studies de-humanize the student, —
72. because he must make room for studies —
73. so restricted in content, —
74. which makes him a scientific barbarian.
75. Half of the art of medicine —
76. is a practical attitude into THE UNKNOWN.

Today, to be a medical doctor, it requires high school, 2 years pre-med, 4, 5, or 6 years of medical training. To do what? To fail to get sick people well.

The Chiropractic principle and practice is simple; more simple than majority think. We have said many times, and we repeat now, we could take any person who uses "straight line thinking" and, in thirty days, equip him to go forth on highways and by-ways and get more sick people well than any physician or surgeon from any medical college. This is not because Chiropractor would know so much about diseases and treatments, but because physician and surgeon would know a whole lot less about cause. It would be because of fundamental differences in systems both use. Chiropractor would know Innate, cause, its correction, all of which works when worked. Physician would know a million things about everything else, none of which works. One adjusts cause. Other treats effects. A little understanding of cause is worth a great education of effects. One adjustment, done right, is worth a million treatments.

Because of these facts, we have long advocated, and still do, that long educational training is not necessary to properly equip a Chiropractor to accomplish his objective of getting sick people well. That this statement is true, is proven by Chiropractors who went forth in early days with a few weeks' education, and got sick people well. They were better Chiropractors than many today. Hundreds of Chiropractors went forth when the course was three to six months. Many are still in practice doing great work. Thousands have gone forth with a three-years-of-six-months course, and *they are* getting sick people well. They are 95 per cent of the backbone of our profession today. Practically every one on every Chiropractic State Board is a three-of-six graduate. We never hear

THEM complaining that they did not have enough education to get sick people well.

If all Chiropractors today were as the Chiropractors yesterday, they would know that sick people get well from adjustments. In those days practically every student was a patient who was sick, took adjustments and got well. He entered Chiropractic because of a zealous desire to serve others as he was served. Today, majority of students, and many practitioners in the field, think of Chiropractic as a business, an easier way of making good money. Fundamental of helping sick get well is incidental in many minds. Service is secondary. Early men and women were disciples. Modern man is a preacher holding down an office in which to do business.

Fifty years ago, the world had no other choice than to take medicine. There was nothing else and nobody else to go to. Then came osteopathy, followed by Chiropractic, Christian Science, Naturopathy and various non-medical methods which have brot relief from suffering, WITHOUT drugs and surgery, proving that OTHER methods than medicine and surgery accomplish objectives and have thus broken confidence and faith in medical men, medicine, and surgery.

To offset this, medical men have set up blind smoke-screens, vast free publicity campaigns, vast millions in collections for various drives — to keep public thinking medicine, medical men, medical colleges, medical education. Public has followed the calf path established hundreds of years. Medical men have advanced length of courses, added many new subjects and studies. They spread themselves, increasing medical legislation, including basic science boards, to stress the importance of medical research to further seek the cause of various diseases, such as polio; as well as to check growth of non-medical methods that have superceded medicine.

Here we have a contrast: the simple and single Chiropractic principle and practice that succeeds, compared with complex, multitudinous, multifarious, highly-technical, so-called scientific medical education which fails.

Which direction has the Chiropractic profession gone? Many have followed the path of least resistance. They, too, believe in taking the simple and making it complex, increasing length of our courses, forcing our schools to add more subjects including basic science studies remote from Chiropractic, to fill in same time as medical men. Medical men set the pattern and many believe we must follow.

Here is a comparatively small group bucking a great big strongly entrenched group. Here is a group considered ignorant, bucking

what is believed to be a necessary education. Here are short courses bucking long courses. We prove such was not and is not necessary. They say it IS necessary. Legislation forces us to medical standards of time, subjects, to secure a license to carry on the simple and single successful work.

It is a case of Goliath and the giant, with the giant in control. Our profession could lick this problem IF they would see eye-to-eye and think fundamentals. But they don't. They follow medical bell-weather sheep. The fight is more than one individual or school or closely-knit SMALL group can weather. The storm is overwhelming.

We licked ALL antagonists, back in the days when they were stronger than they are now, when we were weaker than we are now. We whipped them legislatively in twenty-six states with 3-of-6 courses, when everybody said it couldn't be done. We defeated prosecutions and persecutions in courts everywhere when they had all statutes and decisions in their favor, when they knew all legal twists and squirms, when we were green at that game. While all this was going on, we carved out of a crude theory a scientific principle and practice that got sick people well when they failed.

How was all this accomplished? We organized a strong UCA fighting unit, fighting exclusively as ONE body for Chiropractic and the right of Chiropractors to get sick people well. In those days we did not have to fight wrecking crews within our ranks who added physio-therapy and naturopathy and called it Chiropractic. We did not have quislings boring from within, playing AMA tactics in the guise of being friends to Chiropractic.

The burden has materially increased now because we have two medical groups — one OUTSIDE our ranks, known as the AMA; the other INSIDE our ranks, known as the NCA; both working against the perpetuation of Chiropractic as a separate and distinct profession. With two such organizations working together smothering Chiropractic, there is only ONE way both can be defeated — one strong, united, unified ICA membership of all sincere and honest Chiropractors, under one strong, united, unified leadership.

No matter how fine the Chiropractic service, no matter how many sick people get well at hands of competent and efficient Chiropractors, they can defeat Hitlers and Mussolinis when they band themselves together and fight to preserve the right of future generations to get well.

THERE CAN BE NO UNITY between medicine and Chiropractic.

THERE CAN BE NO UNITY between medical methods which seek causes and cures outside, and Chiropractic which locates cause and cure inside.

THERE CAN BE NO UNITY between stimulating a minus function, or inhibiting a plus function AND Chiropractic that RESTORES normal quantity of internal mental impulse supply.

THERE CAN BE NO UNITY in difference between adjustment and treatment.

THERE CAN BE NO UNITY between medicine which fails to get sick people well and Chiropractic that DOES get sick people well.

THERE CAN BE NO UNITY between legislation which aims to prolong sickness to gouge more money out of sick people, and Chiropractic that gets them well quickly to reduce the overhead cost of getting them well.

THERE CAN BE NO UNITY until there is a meeting of the minds on which is right or wrong; which succeeds or fails; which principle and practice accomplishes its objective.

Unity means to be agreed. When there is a vast discrepancy of agreements, THERE CAN BE NO UNITY of agreement.

THERE CAN BE NO UNITY between an anti-Chiropractic, pro-medical NCA and an all-out pro-Chiropractic ICA. That is why there can be no unified action between the ICA and NCA.

If that time arrives when *all* Chiropractors go medical and agree with medical program of NCA, then there can be unity on *medical* grounds.

WHEN that time arrives that NCA agrees with Chiropractic program of ICA, then there can be unity on CHIROPRACTIC grounds. When both associations ARE Chiropractic in principle and practice — then, and not before, will there be ONE association of Chiropractors in these United States. Then there WILL BE unity of thot and action, an agreeing of minds, unified in ONE objective.

Until that time arrives, all talk of unity is wasted breath.

THERE CAN BE NO UNITY of a horseback rider trying to ride two horses — one horse going east and the other west.

One SMALL ORGANIZED cheating group can defeat justice of a LARGE UNORGANIZED group. No ONE man or large SCATTERED group can overthrow pro-medical and anti-Chiropractic legislation, pro-medical and strangulating basic science bills and boards, no matter how much they qualify to get sick people well. If ALL sincere and honest Chiropractors band themselves to-

gether under the sincere and honest work conducted by the ICA, we can defeat both organizations and anything they attempt to do to destroy Chiropractic.

One day, we were stalled in a western city for several hours, between trains. We visited an insane hospital. We saw a woman interne strolling about the hospital grounds, leading twenty insane men. We asked: "What would you do if these men got their heads together and decided to run away?" She looked at us and said, "How long have you been in?" We told her we were a visitor, to which she replied: "Well, if you're not an inmate, you should be. Any man who would propose that twenty insane men would get their heads together and run away, is insane."

Some years ago, we were riding in the driver's seat of one of those coaches-and-four which used to take visitors thru Yellowstone Park. The driver was an expert with his bull whip. He could crack any horse any place he wanted. Riding along, we saw a hornet's nest hanging from a tree. We asked him to crack that. He replied, "Not by a damn sight — THEY are organized!"

Physiotherapy and naturopathic medical methods are losers. Medical men know that, therefore throw them away. Discard them from YOUR offices. Why tolerate ANY organization that supports, endorses, and encourages such? Chiropractic is a winner. It always has been. It will continue to be if you have it, use it, and make it work. Put CHIROPRACTIC back into your offices. Get back TO the back. Make Chiropractic the backbone of your work. Make it work like medical men are trying to do.

Support the ICA which is an ALL-OUT ALL-CHIROPRACTIC organization. Help us help you help Chiropractic gain its rightful place in a health service to sick mankind.

Once upon a time, we had a UCA. We had 5,000 bona fide members, each paying yearly dues regularly. All were concerned in fighting to preserve Chiropractic. Today, too many put in \$60 to get out \$600. With our former numerical strength, we had financial strength. With financial strength, we attained legislative strength. With legislative strength, we went places, did things, put Chiropractic on the map, laid a foundation from which all of you are profiting. Then came racketeers, with Chiropractic as a plaything, to gouge big salaries from. In the past two years, the ICA has been getting on its numerical feet, going places and doing things greater than in days of UCA. Today we have 3,000 bona fide members. Give us 2,000 more to get over the overhead hump and we will lick every basic science bill and board, bring about

national recognition such as you could not dream of having, bring hundreds of thousands of new patients into your offices, and put Chiropractic squarely on the international map. When that day arrives, there will be no cry, "Where can I go to practice? How can I squeeze thru Basic Science Boards?"

If that is what you want, prove it in actions by joining the ICA this year, now, TODAY, before you leave *this* Lyceum.

A majority of state laws now require a four-year course. However much we disagreed with this trend, it is not likely that it will be altered in the immediate future. The PSC is forced out of its consistent, logical, and sensible position into an inconsistent, illogical and insensible position of going the way of the multitudes, be it right or wrong, constructive or destructive.

Time will tell. It has with medicine, as proof of which we have quoted extracts in this talk. Time will tell. It has with osteopathy, which lost its identity to chagrin of memory of A. T. Still. He believed in osteopathy for ALL diseases. Today, osteopathy is smothered and submerged by medicine, surgery, and aping medicine and medical legislation.

In interest of perpetuating and preserving the Chiropractic principle, and after deliberation and consultation with leaders in our profession, The Palmer School of Chiropractic announces that after July 1, 1950, it will require for graduation completion of a minimum course of four academic years of nine months each, comprising a total of not less than 4,000 sixty-minute class hours. This ruling will not affect those who matriculate before July 1, 1950. Students must have a high school diploma, if under 25 years of age; over 25 years, they must have its equivalent.

We have adopted this program in good faith, with clean hands. We have reason to believe our good loyal friends will rally and help us continue to attain objectives we have always fought for, and carry them on to greater heights.

YOU ASKED FOR IT! NOW YOU HAVE IT! THE DIE IS CAST!

The Story of A NEEDLER AND SNIPER

(Delivered to the Board of Control of International
Chiropractors Association at their convention,
August, 1949.)

Let us review situation:

In 1946, ICA was at low ebb. Then came Chance and Dunham, with Chance out part time trying cases, wanting him in this state, that state, unable to make all dates; with Dunham out building up work, from state to state — states calling for him when he couldn't make them.

First year, they had to clear lethargy, morbidness, lack of equipment. Second year, they have things organized, machinery oiled, and it is beginning to functionate smoothly. Next year will see an accumulative value piling up.

It is nothing short of remarkable that they have conducted work they have, and at same time builded organization they have. When they go one place they can't go another. Ones missed are disappointed. And ones they do visit are not always pleased.

United States and Canada are big countries for three men to cover, try cases, build radio programs, legislative campaigns, take care of Operations Washington.

These men have done a TREMENDOUS job and they should be thanked without stint for what they have done, instead of carping at their heels for what they couldn't do.

ICA has much to be thanked for in having such men. Encourage them; give them more time; they will build even stronger than they have.

These three men — George Rinier, Hugh Chance, Roger Dunham — have brot into life a dying organization. They started many new movements to bear fruit this coming year. They started and finished many new innovations which have proven prosperous. They accomplished more in one year than in previous five years in ICA history. They worked, toiled, and sweated for love of the cause. They worked under tremendous handicaps. They accomplished many objectives.

Every member of ICA should be proud of their achievements.

Three years ago, this Board had its first indication that ICA was destined to become an aggressive, militant organization for Chiropractic.

Hugh Chance came into Business Office in January, 1946. At that time the office was contained in one room. There were two stenographers and Mr. Brugge—the only employees aside from George Rinier's office. There were 850 members.

Shortly after Hugh Chance came in, membership began to climb at rate of about 300 per year, until now ICA boasts more than 1,800 active \$60-per-year members, and in addition has enough cooperative and student members to boost total over-all membership figure over 3,000.

In 1946, we had an annual income of about \$45,000 at most. In 1949, that figure is over \$100,000.

In 1946, there were two departments—legal department and business office. In 1949, we have an active, aggressive, hard-hitting public relations department headed by Roger Dunham; research department has procured more reliable statistical information on Chiropractic in a short two-year period than at any other time in history of the science; legislative committee that has overshadowed all previous efforts in national legislative picture, including a personal interview with President Truman and an amendment to Administration Health Bill; an aggressive veterans' affairs program; a monthly publication, "ICA Review," of which we are justly proud; and many other improvements.

Almost over night we developed from a small lethargic defense group, which did little, into a large militant group doing a huge job for Chiropractic.

What brought this about?

The Board knows this rapid transformation didn't just happen. Somebody put effort into it. The Board has taken a renewed interest in ICA affairs. It formulated policies which have contributed to this progress.

Policies don't execute themselves—somebody must put them into operation. This Board meets once or twice a year for two or three days, and then goes back to their respective offices and carries on private practices. They cannot and should not be expected to be detail men who make ICA operate on a day-to-day basis; so we employ men to do the job—men in whom we repose confidence.

The Board knows why ICA has grown, and the Board knows that without services of George Rinier, Roger Dunham, and Hugh Chance, it would not have happened. Where would you find three who could do more for ICA than they?

Hugh and Roger are sons of Chiropractors. They were brought up to think and act Chiropractically. They have a deep personal

interest in perpetuation of Chiropractic. Where would you find others to fill their shoes?

George Rinier has been with us more than twenty years — has been with us in our ups and downs. Where would you find someone to fill his shoes?

And what have these men had to work with? A budget of \$100,000. I know individuals who operate on more money than that — and you do, too. When George Sheridan heard we were able to raise the sum of \$10,000 for Operations Washington, he smiled and said: "I'm amazed at the tremendous job you are trying to do on \$10,000; it's nothing for some Washington lobbies to spend a quarter of a million annually."

It has taken a tremendous courage and determination — and work — to bring ICA to its present position. Men with less resolution, men of lesser faith would have resigned. They would not have taken abuse heaped upon them by one George Grupe. They've done one *swell job*.

Some of you might feel the dispute with Grupe is a minor thing and that we can go on working with Grupe. If you now have such idea, we suggest you withhold judgment until you hear the story. We once thought we could. We revised that opinion. It is abundantly clear that Grupe cannot work with us, nor we with him.

We could clutter this lengthy statement with endless correspondence, all of the same derogatory griping pattern.

Here is an extract from letter Grupe wrote George Rinier August 2, 1949:

"Read and reread your observations regarding problems of the ICA and accomplishments with only 600 or 700 membership. This conclusion is true but APPARENTLY THE INCREASE IN MEMBERSHIP AND INCREASE IN PERSONNEL CAUSED A DECREASE IN ACCOMPLISHMENT. WE HAVE LOST MORE GROUND THIS PAST YEAR THAN IN ANY OTHER YEAR. WHEN APPARENTLY THE OPPOSITE SHOULD BE TRUE."

To this, George Rinier replied, in part, as follows:

"Have been keeping three efficient secretaries, overtime, employed in stenographic activity. Then, and even then, there always remains a 'back-log' of correspondence.

"So, the writer cannot agree as to no accomplishment by the ASSOCIATION. Veterans Affairs alone would consume full time; legislative activity in Washington; State legislative demands; legal briefs and memorandums; plus correspondence on trial and travel involving cases; opinions desired and released on various phases of laws and other requests on the part of many practitioners — are before the Legal Department. There is a great change of membership involving new or lapsed members, with changes in addresses (office and residential), practically demanding time of an employee in maintaining an errorless

roster. Any member being erroneously mentioned, will submit criticism. Meetings are usually held on a Sunday, and will forego eliminating the number of Sundays thus consumed — 1949. This same record applies to Hugh E. Chance, Esq., and Roger E. Dunham. The same fully applies to Dr. B. J. Palmer, who could appear each Sunday in some particular locality. *****

"So, IN A MOST FRIENDLY AND KIND WAY, AM NOT GOING TO AGREE WITH THE DECREASE IN ACCOMPLISHMENT."

Grupe's letters show he HAS BEEN VERY BUSY this past year. He has written a tremendous correspondence, to a great many people — ALL NEGATIVE. Grupe has been POSITIVE on OUTSIDE anti-ICA issues, and NEGATIVE on INSIDE positive ICA issues. His letter proves HE HAS NOT KNOWN WHAT WAS GOING ON IN ICA CIRCLES. He has imagined much, written more, and has done more harm than all ICA membership combined.

On January 18, 1949, we wrote to the Board of Control regarding differences with George Grupe. We are sorry the letter had to be written. We thought the Board should know the facts. We now thank the Board for its expression in reply to that letter.

Later, we wrote another letter to the Board, giving further details. It was never sent. Thinking over the suggestions of some Board members, we decided to let the matter rest until we could discuss it in closed session.

We wish this issue could be solved without open conflict; but developments since January make it IMPERATIVE that we FACE THE ISSUE.

We have three criticisms of the manner in which George Grupe has discharged duties of First Vice President:

1. The unwarranted assumption of power over and above duties prescribed for First Vice President as stated in the Constitution.
2. Dogmatic and arbitrary methods he uses.
3. A domineering "rule or ruin" attitude which alienated him from most of the able leaders in the profession; and which now appears evidence of selfish ambition rather than unselfish devotion to a cause.

George is vitally interested in the preservation of Chiropractic. He is tireless in efforts for its interests. He spends money as unselfishly as we, to limit of his ability. He gives of time, without stint.

On opposite side, he suffers with over-exaggerated value of his opinion. George is only one who knows what to do, how to do it,

when it should be done; and he is only one capable of doing it. All others are incompetent and incapable. His lust for power warped his judgment in cooperating with fellow men. Because of this, he cannot hold very long the friendship of any with whom he associates. Losing them, he sets forth on a deliberate campaign to destroy them if they don't follow his dictates as abject slaves. Differ, and he fights ruthlessly to destroy.

There are too many "Pullman Presidents" who sit in smoking rooms of Pullmans, who tell the president how to run the United States. They don't know any or all the angles of problems, but nevertheless they KNOW EXACTLY how to run everything. Practically everybody who sits in bleachers tells every player on the field how to play baseball, football, basketball, or any other game. They holler "Kill the umpire" who is on the field and knows what it's all about. That's why they have umpires whose word is final. Every man who sits in bleachers is far more competent to play every part of every player than any player on the field. Grupe sits in bleachers. He has his "pet peeves" against every player on the field. He gathers unto his bosom his own gripe and what everybody else in bleachers has against every umpire and player. He is competent to tell every player what to do, how to play every move, when to do it; and gripes if game isn't played his way. He talks about leaving the game if it isn't. Lots of bleacher players throw pop bottles at players, trying to hit them and knock them out so they can't play. That's George Grupe!

In a letter to Dr. Helen Sanders, Lubbock, Texas, Dr. Grupe wrote:

"You stated, 'Many sincere medical doctors carry no love for Fishbein or their other leaders. They will express themselves BEHIND CLOSED DOORS, but not in print. IN MY OPINION, THEREIN LIES THE UNITY OF THE MEDICAL FRONT.' I certainly agree with you. THAT IS WHERE UNITY LIES."

If George Grupe believes this, why does he broadcast discord thru endless correspondence among ICA membership? We have many letters George has written to people outside the official family.

We recognize George Grupe has the faculty of being one of the straightest, keenest, and clearest thinking Chiropractors we know. We do not always agree with him, or he with us. There is room for healthy difference of opinion. If it were not for his damnable methods and his rule-or-ruin attitude, there would be no issue now before this Board.

This Board must decide now whether or not, for good of ICA, we can continue a man in office who uses such tactics. It must be faced.

We anticipated George will contend that the ICA didn't do this and didn't do that, but that if HE — George Grupe — had been in control, things would have been different. Any shortcomings ICA might have are no excuse for George Grupe's exceeding powers of his office or undermining confidence in ICA or its leadership, month after month, letters galore.

This Board will scrutinize ICA operations past year, in an orderly, business-like fashion. If there have been errors, this Board will correct them. Likewise, if there are bouquets to hand out, Board will give credit where credit is due. That is a sensible way to do business. For a subordinate officer to threaten, brow-beat, needle, and cajole, in broadcasts innumerable, those whose responsibility it is to execute policies of ICA, because he would have done something differently, is not good business procedure and must not and cannot be tolerated.

Differences with George Grupe go back at least three years to time when, in Indianapolis, he attempted in a dictatorial manner to tell us how The PSC should be run.

The PSC is open to suggestion. But George, going beyond suggestions, was telling The PSC what to do, *OR ELSE!* He finally became so nasty that, at the Indianapolis Board Meeting in 1947, we told him to keep his nose out of PSC affairs. After this incident, we became suspicious of George Grupe's intentions. Until that time, we recognized certain qualities of leadership in George which would have been useful to ICA.

Up to this time, relations between George and ourself had always been most cordial and pleasant. We regarded him as a strong, sincere advocate of straight Chiropractic, willing to fight for its principles and practices. More and more evidence kept gathering which forced us to question his motives. We still saw, and we see today, a man who is willing to give unstintingly of time, money, and effort to secure things HE wants. His motives grew because he was willing to sacrifice time, money, and effort if he could get power and position.

His methods changed rapidly. He became ruthless, ready to "needle" everybody who differed with his opinions. Correspondence piled up evidence of his doing that very thing. Like hundreds of his friends, we, too, were forced to question his every move. We lost confidence in George Grupe the same as hundreds have been forced to do. Today, he has a mere handful who still believe him. Give him time, and he will drive them away as he has done others.

Grupe has developed the unpleasant habit of hunting for malcontents who have a gripe against ICA or its personnel. He writes

men into whom he thinks he can sink his spurs against The PSC or ICA or their personnel. Regardless of what he writes, he does not ask ICA for facts. He peddles this gossip to other mal-contented. By this method, he recklessly "needles" a breaking-down-confidence campaign.

George insists everybody else live up to the ICA constitution. If HE violates it, that is o.k., because George is a law unto himself. When we at home office try to do so, we do not always please ones ruled against. This produces gripers. They may have lost a case, or thot it wasn't conducted right, or think they haven't been dealt with fairly. If anybody in ICA has gripes, write George Grupe. George thrives on complaints. If you don't write him, he has a nose for unpleasant issues and he'll smell you out and write you. Give him your one side of the case and he'll tell you what to do. You will both have a Roman holiday commiserating each other. If George can't find enough to gripe about, he'll manufacture imaginations to suit his fancy. One thing is certain, neither he nor you will write George Rinier or ICA headquarters for a correct bill of particulars, which never was important to gripers. He will tell many things about the ICA you couldn't imagine, a few which may be true, most of which won't be.

This much can be said for George: He knows how to write wrong letters to right people to get wrong results. He knows how to talk destructive language to cooperative people to produce destructive results. This has been going on for three years.

After that time, it became increasingly and overwhelmingly evident that whatever constructive ability George possessed was overshadowed and negatived by an insatiable thirst for power, to be gained by destroying all who stood in his way.

More than once, he suggested we resign as president of the ICA, apparently so he could run ICA to suit himself. We wrote him that this was no time for us to step down from the presidency. We are glad now we did not, for George Grupe has proven himself to be another Jim Greggerson who did to UCA exactly what Grupe was trying to do to ICA.

Greggerson wanted to run UCA, body and soul. We resigned. That was where we made our big mistake. UCA was taken to LaCrosse, Wisconsin. In two years, under dictatorial powers of Greggerson, UCA amalgamated with ACA under title of NCA. UCA was now a dead pigeon. Same situation exists today. Grupe is another Greggerson. Given time, Grupe kills all he contaminates. He would kill ICA if this Board permits him to be re-elected. We had one experience in Jim Greggerson; we don't want another in

Grupe. We're glad now we did not resign as president of the ICA in favor of George Grupe.

George was irked by our rebuke when he tried to run The PSC, and from then on he missed no opportunity to criticize us personally, or our executives, in bitter correspondence everywhere.

He did all in his power to discredit Herb Hender and Ralph Evans. We would not be concerned with that, if it weren't for Grupe's childish charge that Herb Hender and Ralph Evans are running ICA affairs.

In his letter to the Board, dated January 29, 1949, George has this to say:

"Re B.J.'s letter of 19th January to you received here yesterday after receipt of some copies in answer to it. The letter is misleading and states only part of the facts. The whole thing concerns one thing, George Grupe's objection to Ralph Evans' running the ICA."

Charge that Herb or Ralph run ICA affairs is without foundation. They bend backwards to avoid meddling in ICA policy.

In letter received from George Grupe, dated January 21, 1949, to Roger Dunham, he says:

"I am still running across information where correspondence between me and the ICA business office is being called to the attention of Ralph Evans. I assure you, Roger, that I resent them and will do what I can to correct the situation whether it hurts some one or not. AS FAR AS I AM CONCERNED RALPH HAS DONE CHIROPRACTIC MORE HARM THAN HAS NUGENT and I will be just as hard on him as on Nugent OR OTHERS WHO COOPERATE WITH HIM to tear down the profession. Since you now know my feelings on this matter you can use your judgment but you know what to expect from me."

With that declaration, George Grupe could attack every Board member and officer of the ICA, including George Rinier, Hugh Chance, Roger Dunham, and ourself. Now we know where Grupe stands, and he has a right to know where WE stand.

Any and all of us HAVE counseled with Ralph Evans and Herb Hender and various others, any time, on any subject, when we think their experience and sound judgment would aid us helping develop, preserve, and protect Chiropractic.

What is wrong with taking counsel with Herb or Ralph, or anybody else, if we feel, by doing so, they can aid us to better understand and solve our problems? We are glad we have that calibre of men to consult with. All would be serene now if we counselled only with George Grupe, took his demands, and followed his sole directives. He even criticizes our Board members as incompetent.

Ralph Evans has been with The PSC more than twenty-four years; Herb Hender, twenty-five years. Ralph was personal secre-

tary to Secretary of the Interior in Washington, and active in governmental and legislative activities for many years. He knows his way around, legislatively and politically, as few do. Ralph was active in formation of The CHB. Such services were voluntary and without requesting or accepting compensation.

Herb and Ralph have wide acquaintanceship with members of the profession. Thru correspondence and personal contacts, attending many conventions annually, they have an opportunity to know what is going on in the field. Why shouldn't we take advantage of their knowledge and experience counseling with them? Is there any reason why any member of this Board shouldn't feel free to counsel with them if he sees fit?

In a letter to Dr. Lill dated March 6, 1949, Dr. Grupe says:

"Since you are so close to Davenport and probably over there frequently, I suggest that since B. J. is on the Pacific coast, if time permits YOU DISCUSS THIS MATTER WITH DAVE."

Dave is only a member of the ICA; holds no office. Why advise Lill to talk over ICA matters with an outsider—the thing he resents Dunham, Chance, and our doing with Ralph Evans, Herb Hender, and others?

Letter from George Grupe, August 1, 1949, says:

"Glad to get your mimeographed letter to the effect that ICA will likely be moved into prominent office space instead of THE BACK ALLEY. As you know, I have fought for this for several years. I thought I had accomplished it in 1946 only to find that RALPH EVANS LIED and did not attend to it when he and others in conference had promised me that the ICA office would be moved to second floor to where the sales room is now."

Ralph Evans did not lie. He knew, as we all did, there could not be more room for ICA until WOC moved out. WOC was moved out in 1949, and ICA moved in. In 1946, we offered ICA space on our mezzanine floor. ICA preferred their old space. Ralph Evans does not have to lie to hold positions as Vice President of three of our corporations. He holds them on delivery merit without ballyhoo or vindictives against fellow workers.

What is behind this attitude of Grupe toward Ralph and Herb? Grupe disagreed with Ralph last year (1948) on how to handle Iowa legislation. At that Board meeting, the question of Iowa legislation arose. Charlie Wilson brought up the question of having George Rinier draw resolutions to be sent to Farm Bureaus in Iowa to help repeal Basic Science law. Ralph opposed this action. After discussion, with us presiding, Board agreed to follow Ralph's request. George Grupe did not agree. After we turned the gavel over to him, without word or suggestion of what he was going to do, George brought up the subject in our absence and bulled the issue—the Board reversed its decision.

George wants to dictate how Iowa legislative matters should be handled — he isn't satisfied with trying to run Texas.

At that, Ralph's program got farther in repealing Iowa Basic Science Bill than George did trying to stop one strangled around their neck in Texas. We got our repeal out of the House — 64 to 34, 10 not voting. We had Senate lined up to vote for our repeal. It went to Sifting Committee and there Janse and other objectors in our ranks killed our chances by asking that it NOT be repealed.

Because of inner political conflicts, Senate Sifting Committee was appointed earlier than usual. It comprised eleven members, and under Committee rule any bill had to have nine affirmative votes to be reported out. It was obvious that personnel of such Committee had been selected to hold all so-called controversial legislation. The Basic Science Bill, together with other less controversial bills, never came out of Committee.

How far did George get in Texas? A Basic Science Bill! George could not run his own State, but he wanted to force us to run Iowa his way.

Ralph does not dictate or attempt to besmirch Grupe's character by saying he is worse than Nugent in attempting to run Texas legislation.

Grupe has been listening to domestic gossip, and he has been peddling thots that Ralph and Herb tell us what to do. Anyone who knows us, knows no one does our thinking for us. Neither George Grupe nor anyone else has the right to let a domestic gossip issue inject itself into ICA professional affairs. So long as we are president of ICA, we have right to counsel with whom we please, and no manner of threats or fights or wars will change our course. We hope the Board will understand and appreciate our position now that Grupe has forced it into the open. We did not start this issue. It was started when Grupe told us how to run The PSC — OR ELSE!

We mention George introducing "domestic gossip" into ICA professional affairs. We quote now from a letter George wrote C. S. Simmons, April 10, 1949, which got Dr. Simmons stirred up:

"I have never been in the mental position I am now with reference to Chiropractic, and I am here to tell you, Simmons, that ONE OR TWO THINGS WILL HAPPEN. Either the ICA will go forward on what its Constitution claims it stands for and does, its employees will carry out the wishes of the Board of Control and the Constitution, or WE WILL FIRE THEM AND GET SOMEONE THAT WILL, or George Grupe will sever his connections with such a JELLYFISH ORGANIZATION, AN ORGANIZATION THAT IS MUCH RESPONSIBLE OR MORE RESPONSIBLE FOR THE DILEMMA CHIROPRACTIC IS IN THAN THE ENEMIES OF CHIROPRACTIC, THE AMA, NCA, AND NATUROPATHS."

"Previous to attending Mabel's funeral, I had become so disgusted that I thought I would just let things go, but after hearing a Minister review before my mind the sacrifices made by the leading lady in Chiropractic, the amount of her accomplishment and the effort she put forth for a principle, AND I REMEMBERED ALL THE DISCUSSIONS I HAD WITH HER LAST WINTER IN ARIZONA, I said to George Grupe, while flying back on instruments Monday night from Davenport to Austin after her funeral, 'George Grupe, you would be a traitor to the Chiropractic profession and to those who have given so much for that profession that made it possible for you to regain your health, if you did not do your utmost to go through with this matter and try to do what should be done for Chiropractic.' With those thoughts in my mind and my prayers from the Lord will sustain me and give me the ability to fight, I will attempt it at least once more. Regardless of who gets hurt, I assure you there won't be any Dale Carnegie used in this matter as all will be fair in war, politics, or love. To me, this is love."

We could tell almost word-for-word what "all the discussions I had with her last winter in Arizona" were, even tho George keeps them submerged from actual observation. We know their contents, text, pretext, and context. They were slanted for the definite purpose of finding such a champion as George to carry them on. They were prejudicial to best interests of The PSC and its personnel, ICA and its personnel. All George was hunting was this to back the nefarious work he had been carrying on up till that time.

For many years, George Grupe has let it be known in Texas that he reflected the attitude of The PSC in many matters. In his obstreperous way he was alienating many of PSC and ICA staunch friends and supporters.

At one time, Grupe may have had a large following in Texas — not any more. He has driven friends from him by damnable methods. When we learned he was continuing to give impression that he was representing The PSC in Texas, we thought it imperative that PSC's position be made clear. In consequence, Herb Hender released a statement at TCA convention that "no one in Texas was authorized to speak for The PSC." No names were mentioned, but everyone in that room knew exactly what and who was meant, and there was a tremendous ovation.

On January 23, 1949, Grupe wrote us as follows:

"Personally, I do not believe that Herb did what he did purposely. I think he is not sufficiently versed in Chiropractic human nature and in what the NCA would do to his statement to realize what would happen after he made that statement. SOMEONE SHOULD BE APPOINTED ABOVE HIM TO TELL HIM WHAT TO DO AND WHAT NOT TO DO INSTEAD OF HIS TELLING OTHERS. Or did he do it to help the NCA crowd?"

The audacity of such a statement! Herb cleared that statement with us before it was made — but Grupe presumed to commit The

PSC to certain policies in Texas without clearing with anyone. By this time, we were becoming convinced that Grupe's ambitions were destructive.

George says he has a wire recording of Herb's talk. A part of Herb's talk WAS recorded, but not the part in which he released the statement about anyone representing The PSC in Texas. We wish it were recorded. Furthermore, George Grupe was not in the room when statement was made. Dr. Griffin was, and Dr. Griffin knows what was said.

Shortly after Roger Dunham came to ICA, he had occasion to go to Texas to talk to the TCRS about adopting the radio program. Up to this time, he had not met Grupe.

Following his talk to convention, Grupe publicly challenged Roger on two major points:

1. He saw no reason for allowing the Miller Agency to handle station contracts.
2. He wanted programs sponsored by TCRS exclusively in Texas, and wanted no other Chiropractors to contribute to program.

When matter was put to a vote, Grupe's contentions were overruled; whereupon Grupe threatened to bolt the convention. To save the situation and to avoid open split in the TCRS, Dr. Griffin asked the convention to reconsider; and Grupe won by riding rough-shod over the recommendations of the man this ICA Board hired to do public relations work, and rough-shod over wishes of majority of Texas convention.

From then on, Roger's name was "mud" as far as Grupe was concerned. Last year (1948), before ICA Board meeting, Grupe made brags he was going to get Roger's job — or else! Grupe has been sniping at Roger ever since.

We ask the Board to remember that Grupe is not a member of the Public Relations Committee, yet he has been trying to run Roger's department which has been functioning smoothly in complete harmony with Dr. Griffin as chairman and his committee. Roger clears all major public relations policies with Dr. Griffin and his committee. Drs. Griffin and Grupe were close friends for years. Last year, Griffin openly differed with Grupe on many questions of policy — and Griffin fully intended to resign from the Board last fall because of Grupe's high-handed methods. He was persuaded not to resign. This Board will agree we need men of Dr. Griffin's calibre.

In a letter to Dr. Griffin, August 15, 1949, Grupe says:

"Dear Dr. Griffin:

"Re: Movie Underwriters Plan by Roger E. Dunham

"As an officer of the ICA, I believe your committee has overstepped itself in going to the membership of the ICA with this request.

"The Board authorized a definite expenditure for public relations to carry out all and any of its works from last August up to this August.

"AS VICE PRESIDENT OF THE ICA I HAVE HAD NO WORD THAT ANY DIFFERENT ACTION HAS BEEN TAKEN and this particular procedure in going to the field will DEFINITELY HURT THE ICA, in my opinion, AND THEREBY HURT CHIROPRACTIC.

"I have had past experience in the Motion Picture industry and still have close contacts therewith, and I think the money asked for in this letter IS WORSE THAN RIDICULOUS and, apparently, whoever thought of this idea has had no motion picture experience or is being made a sucker by some of the many in the industry who make a living off their sucker list just as do many stock companies, etc. I bring this to your attention in that I will expect it to be on the agenda in August.

"It now appears that the Board of Control will be in session night and day to attend to the business before it."

In conference with Dr. Griffin, Chairman of Public Relations Committee, plan was started to build a Chiropractic movie film. Dr. Griffin flew here especially to discuss this issue. It received sanction of Public Relations Committee. Plan was simple. Voluntary subscriptions were asked for.

A professional movie concern, covering an entire city block in N. J., making commercial films exclusively, was contacted. They estimated the cost at about \$20,000. It is proposed at Lyceum that priority datings will be booked in advance paying of \$25 — this to be advance payment on first rental.

ICA Board of Control authorized a definite expenditure for public relations. This voluntary film subscription is over, above, and outside of that budget. This money is placed in a separate tax-exempt corporation for that exclusive purpose. Therefore, Public Relations Committee has NOT "overstepped itself."

How will "this particular procedure" "definitely hurt the ICA" and "thereby hurt Chiropractic"? Everybody but Grupe KNEW how and why it was asked for, and for what purpose. Grupe COULD HAVE found out. All he had to do was ask Dr. Griffin or ICA headquarters.

Should Public Relations Committee have asked Grupe whether they could or should act as a Public Relations Committee, first?

Grant Grupe didn't know. Grant he didn't have facts. Grant he made ANOTHER mistake. Grant he could have found out facts before he shot off his mouth once more — fact still remains

this is but another one of MANY instances of a malicious attitude to destroy that which he couldn't rule.

George wastes time bickering over ICA affairs when he should be in Hollywood telling them how to run the motion picture industry. His time there would be more valuable than piddling along with trying to run ALL committees of the ICA. George thinks ICA needs a one-man czar to hire and fire men, try its cases, conduct its business, so he can go off half-cocked without information on its problems.

WHO is the "sucker" once more?

Roger Dunham has also been working with Dr. Adams and his committee on National Legislation. On July 9, 1949, Roger, at the suggestion of Dr. Adams, sent a letter to this Board asking whether they would approve a plan to send petitions of laymen to Congress, urging inclusion of Chiropractic in National Health plan. Only Board members and officers received this letter, yet on July 14th, Dr. Grupe wrote Dr. C. S. Simmons as follows:

"I received a letter of 9th July by Roger Dunham about a petition to Congress. Knowing of your extensive political experience, is it your opinion that petitions are a waste of time since they just hit the waste basket. . . . I am wondering if this was worked out by the committee of which you are a member or if it was just Roger's idea."

And on July 25th, the ICA office received a letter from Dr. C. E. Killingsworth of Borger, Texas, stating:

"Petitions usually wind up in only one place, and that one place is the waste basket. Instead of sending in petitions, I would like to urge as a member, that be changed to personal letters."

Where did Dr. Killingsworth get information that ICA was intending to send petitions to Congress — only a few days after Roger Dunham's letter went to officers and Board? All who received a copy of Roger Dunham's letter of July 9th are in this room. If anyone other than George Grupe contacted Dr. Killingsworth, now is the time to make it known.

This is one of dozens of instances in which George Grupe has been trying to undermine work Roger is doing. It would be stupid to assume anyone with Roger's ability and opportunities will continue to work for an organization which permits that sort of operation to go unchecked.

While we are on the subject of national legislation, here is another reference to charge of undermining work of the Legislative Committee:

George Grupe was appointed a member of ICA Legislative Com-

mittee of which Dr. A. A. Adams is Chairman. On November 11, 1948, Dr. Grupe resigned from that committee. His resignation was accepted.

Review circumstances wherein George exceeded his authority as First Vice President. His letter of January 13, 1949, to Dr. Opsahl, said:

"You, Opsahl, member of the VFW, with Shepherd and Rinier, GO TO WASHINGTON, STAY IN WASHINGTON long enough to meet with this committee *****.

"Yes, I can get you some help. Whenever you decide who is going, when and what date, I will contact another Chiropractor. *****

"You should be able to get some senior veteran VFW to come to Decorah AT THE ICA EXPENSE *** work in your office *****.

"NOW YOU NEED NO FURTHER INSTRUCTIONS. Go to work AND GIVE instructions."

Grupe's letter of January 13, 1949, to Dr. Shepherd:

"I know of no instructions that the legislative committee has given the ICA to move on veterans' affairs.

"I think a copy of such instructions WOULD HAVE GONE THRU THIS OFFICE, particularly pertaining TO THIS procedure, and who is going to do this job."

Why should it, when George was not on Legislative Committee, having resigned?

In letter to George Rinier, July 28, 1949, Grupe says, in part:

"I have numerous complaints from members identical to this, one of them has cost the ICA much prestige through Dunham and Chance. I will endeavor to get this corrected in August. I also have had numerous letters from over the United States about the activities of Dunham and Chance against my reelection. Originally, I had not intended to accept reelection if offered, but now I would and would even fight for it. Like any other political battle, I expect, if I win and Chance and Dunham lose, that they WILL BE replaced. If they win, they CAN stay."

From this letter, one would think Grupe was Dictator Hitler, himself.

He would hire and fire ICA employees! George says:

"**if I win and Chance and Dunham lose, they WILL BE replaced."

Chance and Dunham are not up for reelection. "If they win, they CAN stay." This is equivalent to George saying if they lose they CANNOT stay. What does he mean by "if they lose"? They are not on trial. George not only sets himself up as arbiter of EVERY committee, but now places himself above all officers as the one who will say whether they stay or go, depending on whether he stays or goes. It is possible he may want to fire your president, throwing in for good measure the Board of Control and State Representatives if they differ with him. Are we all excess baggage?

Who runs the ICA — the Board of Control or George Grupe?

This is ANOTHER instance where George Grupe wants to use his position as First Vice President to hire and fire all who differ with him. Or, is his a special brand of ego that knows no bounds? If he would so express himself as First Vice President, what would he do IF he were president?

Previous attitude was January 13, 1949. This letter was July 28, 1949. The pattern of the dictator hasn't changed. It will not change in the future.

On December 14, 1948, Dr. Grupe sent a mimeographed letter to the "Official Family, ICA" — presumably to Officers, Board Members and Representatives. This letter asked for their opinion as to ICA policy on National Health Plan, and suggested that he, Grupe, was in favor of endorsing the administration health plan for reasons stated in his letter. Record does not show this matter was ever cleared through Legislative Committee or Dr. Adams.

Apparently, Dr. Grupe was intent on becoming "ICA Legislative Committee," for on January 21, 1949, he wrote Dr. Adams as follows:

"I do not agree with your conclusions on the National Health Plan. . . . Because of the delay it is now too late to do WHAT I HAD PLANNED: see that Chiropractic is included in the bills before introduction. . . . I had made arrangements to go to Washington last week but after receiving B. J.'s letter that you had everything in hand with your committee, I cancelled such arrangements. . . . Unless Mr. Ewing requests my presence, I will not be in Washington."

No one, to our knowledge, authorized George Grupe to make any trip to Washington. We didn't, and we have no record of Board authorization.

The Board is acquainted with what has been accomplished in Washington under leadership of Dr. Adams and Mr. Rinier. Our National Legislative Program has been and is functioning smoothly.

Let's go back to January. The Board will recall letter we wrote, inquiring as to whether we should go to California rather than hold a mid-year Board Meeting. Thirteen officers and board members voted in favor of California trip; one stated he would abide by majority; one did not vote; and George Grupe was only one voting against the proposition.

On April 16, 1949, Arden Zimmerman wrote letter to Hugh Chance, voicing objection to microdynameter advertisement in Review, copy to Grupe and others. Hugh Chance referred letter to Roger for answer. Roger answered Dr. Zimmerman. George

Grupe took advantage of Dr. Zimmerman's complaint to plant further seeds of hatred. On April 23rd, he wrote Dr. Zimmerman as follows:

"May I congratulate you upon your stand. It is high time that the ICA, the only national organization left that has the opportunity to save Chiropractic, got back to standing and acting for the principles contained in its Constitution instead of going down hill like the NCA and other organizations in regard to principles. I know of no better example than the visit you refer to of BJ and others from the ICA, **WITHOUT AUTHORITY OF THE BOARD OF CONTROL**, trying to line up with mixers, etc., merely because they are dissatisfied with their mixer organization.

"I hope you can be at the ICA convention to help me with this fight. Sometimes, it seems to me that I am in it alone and I am sorry to say that if BJ did not know about the ad, he **SHOULD** have known. The trouble is not with BJ entirely. The trouble is that BJ **HAS ALLOWED RALPH EVANS AND HERB HENDER TO ACT AS HIS MIND AND BJ HAS FOLLOWED THEIR PLANS TOO WELL.**"

What business did George Grupe have writing such a letter to Dr. Zimmerman? He doesn't state truth. The Board authorized the California trip, and Dr. Grupe knows it—a vote tally was sent to Board on January 8th. Charges against Herb and Ralph are false. It would have been bad enough for an officer to write a critical letter of this nature to anyone outside the official family, but when he deliberately falsifies to satisfy personal ambition, it makes further attempts to get along with George Grupe impossible.

We have **MANY** letters in our files indicating George has peddled his gripes to many people outside the group in this room. Here is a paragraph written to Dr. G. R. Hobson, Marcus, Iowa:

"If I were a member of the ICA and felt as you do that no school or college head should be president of it, I would work toward the end of electing someone not a college head. However, I see no particular objection to the head of a college being head of the ICA. I see many objections, however, to the ICA business office being connected with any school or college and I agree with you that the things the CCE claims they want to do for Chiropractic should be accomplished by the ICA. I thought this was the purpose of setting up a public relations department of the ICA a couple of years ago. Frankly, however, I have not seen that the expense has justified the accomplishments of that department as yet. Of course, I am familiar only with its activities in Texas which is practically nothing."

Is that the type of letter this Board wants rank and file members to receive from ICA officers?

Dr. Grupe was in Michigan recently peddling gripes to a group of Chiropractors. We don't know the full extent of this type of operation. From reports reaching our office, they have been considerable in the past few months. We have letters indicating that carbon copies of bellyaching letters are reaching all manner of

malcontents who also have a gripe against ICA. This can have but one purpose: To tear down confidence in present ICA leadership so George Grupe can be the "Great White Father" that "saves Chiropractic"!

Refresh your memory on the subject of Constitutional amendments. You recall mimeographed letter "dictated on Easter Sunday" when no one else was working — but George was!

Elmer Green was in Davenport a few days before. Elmer is Chairman of Constitutional Revision Committee. He went to ICA office and saw Hugh Chance, Roger Dunham, and George Rinier about submitting amendments to Board for ratification. Various proposals for amendments were carefully gone over again, and final draft was submitted to other members of committee for study. They approved. They were then submitted to Board for consideration. They approved — all, that is, except George Grupe!

Did he write committee suggesting they had left out certain things? Did he suggest it might have been better to reword certain amendments? Did he submit new amendments in manner specified in the Constitution? Not George Grupe! According to his letter, he took amendments as a bitter personal affront and launched into a bitter tirade against everyone who had anything to do with submitting amendments. He made a personal attack on Hugh Chance, stating: "I am opposed to hired help running any organization." All Hugh Chance did was to counsel with Dr. Green and help him put amendments in proper legal form. Is that what Dr. Grupe means by running the ICA? If so, we had better fire ALL legal counsel and let George Grupe be legal counsel, public relations counsel, legislative counsel, research director, editor of Review, dean of The PSC, president of the ICA, and commander-in-chief of Chiropractic in general.

Charles Heiss, referring to right of voting on amendments, in letter dated May 10, 1949, to Dr. Simmons, said among other things:

"As Dr. Grupe concluded his letter with a statement as to being opposed to 'hired help' running any organization, his being in favor of replacing any of the 'hired help' who cannot perform to his pattern, I should like to ask whom he has in mind for firing?

"He has stressed the laxity of our General Counsel for failure to compile the amendments suggested by the Board of Control in 1947. He has criticized the Assistant General Counsel for objecting to the Chairman's ruling (Grupe at the time) at the time of election of Vice President Reaver.

"It is reasonable to suspect that Dr. Grupe suggests replacing these individuals. I will like to remind him that by his own words in 1947, at a regular meeting of the Board, he expressed fear that someone visiting the home of our General Counsel was ready to offer \$40,000 per year for the services of Judge Rinier.

"As to the Assistant General Counsel, where would you suggest that we get another such? One who is interested from a Chiropractic family background, in Chiropractic and in the legal aspect of Chiropractic? There are greener fields for good attorneys and we have two whom we can accept as better than good.

"Dr. Grupe questions, 'Since when do the Secretary and Treasurer, EMPLOYEES of the ICA, pass on their bosses?' This particular amendment, says he, would ruin the ICA. I should like to refresh Dr. Grupe's memory to the last motion, made and accepted without opposition, at the closing session of the annual meeting in Davenport, Iowa, August, 1948.

"This writer made the motion (and that is an understatement as George Grupe will know) to the effect that officers have the same right to vote as do the members of the Board of Control. So, since then, evidently all officers, even though 'paid employees' have that right. If, in so voting, they are forced to vote on something pertaining to one of their 'bosses' the vote is still within the Constitution as there was no stipulation as to what and when they should vote upon anything.

"I may have erred in some of my interpretations, Dr. Simmons, but I think you will agree with me that it is quite obvious that Dr. Grupe is attempting to stir up a 'tempest in a teapot'. However, this tempest may become much more than that as I believe as you do that Dr. Grupe is far more clever than just these writings indicate. Would you, then, suspicion with me that there is more behind this thing than appears on the surface? Could it be that Dr. Grupe is determined to rule or ruin? On his own statement, he expects a trivial use of words to 'destroy the ICA.' What then can be done with action taken beyond the written word?

"You say, 'Let me urge you to be tolerant, one with another.' Isn't that game to be played from both sides? What tolerance has Dr. Grupe allowed in his dogmatic tirade against everything and everybody but George Grupe? He has included about everybody in the official family of the ICA, and God knows what he may have used against the membership.

"How can we prevent an open break in the ICA? I'll give you my opinion. Just work hard to defeat the reelection of Dr. Grupe to the First Vice Presidency of the ICA and thereby restore harmonious action of the officers and Board of Control members."

Grupe has interfered with our legislative work in Iowa in trying to repeal the Basic Science Bill. We have not interfered with Grupe in what he did in Texas, re Basic Science Bill. We will put Evans' record in repealing a BSB against Grupe's, who got one fastened around their necks. Grupe thinks we here should be fired because we were unable to prevent original passage of BSB in Iowa. We ask now that George not be reelected First Vice President because he was unable to prevent Basic Science in Texas. This argument is senseless, but one offsets other.

We estimate our ICA office force has spent thirty working days this year battling nefarious destructive work forced on ICA by Grupe—dead time, wasted time, expense money, which should have been spent building.

Gentlemen, these are harsh words. We do not mean them as a personal diatribe against George Grupe. What we mean to tell this Board is this:

The ICA is not perfect. No one claimed it was. But all will admit we have gone a long ways in three years since Hugh Chance and Roger Dunham came with the organization. During that time, we have worked as a team. No one is over or under anyone else. We solve ICA problems by mutual cooperation. There is one among us who has seen fit not to cooperate. By pattern over the past three years, he has shown he is a case of where love turns to hate if the woman scorns him because of his brutal manner of making love. No one has been able to get Grupe to realize one can accomplish things he wants without breeding scabs on noses of everybody.

In his letter to the Board, January 29th, he states:

"I am not resigning as vice-president of the ICA. And if B.J. wants to do so, I will take this matter to the membership, but to do so would certainly hurt the ICA, B. J., and Chiropractic."

Grupe has thrown down the gauntlet. It is rule or ruin. We have no desire to accept any challenge from George Grupe. Neither do we desire a fight. Neither do we desire him to injure The PSC, B. J., ICA, or Chiropractic. But George will not cooperate if he can't rule. He should learn how to win support rather than drive it away. George cannot give and take in a sensible manner. Knowing the pattern of the man, we now know it is impossible to work with him from here on in.

On April 23rd, George Grupe wrote us as follows:

"Since you are going to be in Fort Worth April 20th, May 1st, wonder if it would be possible for you and me to have a conference by ourselves, preferably Friday afternoon or Sunday afternoon after the program, whichever fits your convenience."

We wired Grupe: "Will be glad to meet you in Fort Worth."

After we arrived, we made arrangements to meet him after our talk. He came in quietly. We took his attitude with reservation. We waited for him to speak because it was he who asked for meeting.

He started by apologizing for overstepping his office as vice-president, which he admitted. He then went into detail about several things. We let him talk about ten minutes without interruption; then we told him there was something more vital and fundamental than all that; that we could go down the line with him on his Chiropractic principles, but we couldn't go with him AT ALL on his damnable methods of trying to reach his objectives.

He listened attentively and did not interrupt. After we got thru,

he again tried to come back to issues to explain his actions. We again came back to question of his methods. He rebutted by saying he couldn't change himself. He said: "I'm George Grupe. I can't be anybody but myself. I don't want to be anybody but George Grupe." We told him then, and we tell him now, all of us have many times been compelled to develop our good qualities and fight to subdue our evil ones. We have! But George glorifies his domineering ego and expects everybody to bow to it.

That was ALL we discussed with him. He appeared to have the fight taken out of him, and, giving him benefit of any doubt, we were willing to wait and see.

Unfortunately, Grupe's behavior pattern did not change. When we returned to Davenport, we found letter he wrote Dr. Zimmerman about California trip — letter written on April 23rd, SAME DAY HE WROTE US WANTING A CONFERENCE IN FORT WORTH. Then came mimeographed letter to Elmer Green in reference to constitutional amendments, in which he says:

"There is one thing that I am disappointed in: that you or anyone else should act as a stooge for certain individuals CONNECTED WITH THE PSC WHO HAVE ALREADY PROVEN THEY ARE NOT INTERESTED IN CHIROPRACTIC but are interested in what Chiropractic can do for them. I don't like peddlers of tales to them. An officer of this organization should be big enough to act for Chiropractic. You have made too many sacrifices for Chiropractic in the past to get mixed up now. You are too far above those individuals TO BE A CHARLIE McCARTHY FOR THEM. . . . I will put forth my utmost effort to prove my opinion right."

That letter reached officers and Board members, and carried the date-line May 15th — two weeks after conference in Fort Worth.

On July 19th, in a letter to the ICA office, he says:

"Unfortunately, as an officer, I have received no information regarding Operations Washington except that of our General Counsel, George Rinier. I perhaps will be in Washington next week."

George Grupe resigned from Legislative Committee — again he talks about going to Washington. Whose ICA authority did he have for going to Washington? At that very time, Dr. Adams had arranged for meeting in Chicago between George Rinier, Roger Dunham, Hugh Chance, and myself, with George Sheridan, the man who has been responsible for much of success of Operations Washington. George Sheridan was going to Washington for purpose of getting an amendment to Health Bill introduced. We assumed Grupe might be going for same purpose. We don't know whether he went or not. But this Board can imagine the confusion which could be created in Washington by his meddling in ICA legislative affairs without clearance. We have enough to contend with in a couple of so-called men by names Nugent and Murphy.

This is a free country, and we can't forbid Grupe or anyone else from going to Washington if they want to. But if Grupe was going to Washington on any matter which affected Chiropractic and work being conducted by ICA, he should have cleared with ICA and offered cooperation. But George doesn't understand "cooperation" or "clearance" — all he knows is how to bloody someone's nose if he doesn't agree with him.

The ICA is a BIG organization, and bigger it gets more it is necessary it channel its activities thru central office. There can't be several generals, giving conflicting orders, trying to outdo the other, trying to bark shins of others.

We don't know of a single major ICA committee or department that George Grupe hasn't tried to run. He tried to tell Dr. Opsahl what to do. There is no indication he cleared the matter with Dr. Shepherd or with us, or with business office. He issues an ORDER: go ahead and go to Washington and when you get there give orders what to do, and bill ICA for expenses; this, in total disregard of fact that George Rinier had complete and total supervision of Operations Washington. He tried to tell Research Committee how they should make surveys. He knows more about public relations than Roger Dunham or Dr. Griffin. He fancies himself an advisor in legal matters. And you have abundant evidence of his interference with Al Adams' committee AFTER HE RESIGNED FROM THAT COMMITTEE, which he did on November 11, 1948.

These are a few of endless happenings since Fort Worth which indicate that Grupe's pattern has not changed AND WILL NOT CHANGE. If time were without end, we could read scads of letters written by Grupe to various mal-contents and copies of their replies. We have not given this Board one-tenth of factual data in our files showing Grupe's efforts to rule or ruin, and damnable methods he used; but we've given the Board enough to indicate we're fed up with this sort of undermining tactics.

George asked for charges. We've told enough now for the Board to see his record. Only destructive tactics would drag this matter to open floor of convention. We have no desire to wreck ICA by so doing.

We have kept a complete file on destructive activities of George Grupe. We invite any Board Member to inspect this file and read to his heart's content.

For the good of the ICA, we see no other action than to insist that either George does not run for First Vice President, or, if he decides to, that he be voted out of office in election. If we had insisted on similar action with Jim Greggerson, UCA would be

active today; much damage done since would have been avoided; much constructive work would have been done.

Possibility of reconciliation between officers of the ICA and George Grupe is past. There might have been a time when that could have been done. Grupe has done too much damage and made too many unjust accusations now to make reconciliation possible. It has arrived at that pass where this Board must decide between a one-man ICA wrecking crew or the ICA group that have proven they can build and are building an ICA.

This is written November, 1949, and adds more evidence.

At 1949 ICA Convention, George Grupe did NOT run for Vice President. Entire Board of Control opposed such. Up 'til ten minutes before election, in which George Grupe WAS nominated for Vice President, he intended to run, and put up a fight on the floor to be reelected. The heat from all sides became so intense against him that, had he run, he would have been ignominiously defeated.

At ICA convention, we prophesied Dr. Grupe would run true to form as outlined previously.

What IS "the master plan" George hoped to win?

1st. He would "needle and snipe" at Herb Hender and Ralph Evans. By so doing, he hoped to break down confidence of our profession in these two men. He would either break them with the profession, have the profession break with them, or so embarrass them they would resign.

2nd. Having accomplished the first step, he would "needle and snipe" at Roger Dunham, Hugh Chance, and George Rinier of ICA. By so doing, he hoped to break down confidence of our profession in them. He would break them with the profession, have the profession break with them, or so embarrass them they would resign.

3rd. Having accomplished these two steps, he would "needle and snipe" at B. J. of The PSC and ICA organizations. By so doing he hoped to break confidence of our profession in us. He would break us with the profession, or so embarrass us we would resign.

4th. Having accomplished these objectives, then George Grupe would play favorites with certain people at The PSC so they would invite him to become President of The PSC and President of the ICA, so HE could run them to suit himself.

At first this program was subtle — he gradually edged up on it. Because of silence of all involved, he thot we were dumb and were not seeing thru his program. He became bolder, more outright; his

ambitions exceeded his judgment. He wrote much that many knew was not fact. When his hand was exposed, it was obvious.

True to pattern, here is another blast from George, mimeographed and broadcast — how extensively, we do not know. In it you see clearly his motives. In this he is “needling and sniping” at B. J. He found he could get nowhere “needling and sniping” at Herb, Ralph, Hugh, Roger, and George Rinier. He will get nowhere fast, trying same on B. J. All these men have many years of accomplishments behind them, too strong for George Grupe to break: Herb 28 years; Ralph 25 years; George 20 years; B. J. 54 years.

A “needler” is one who plants unjust suspicions; who infers with innuendos; who suggests misconstructions. A “sniper” is one who hides in trees or behind walls, unseen, and shoots from ambush, hoping to destroy without being seen. George Grupe has permitted his ambitions to divert himself into a “needler” and “sniper” because his objectives could not be reached any other way. That is the kind of warfare Nugent and Murphy have been waging for years. Little did we think Dr. Grupe would pattern after them.

* * * * *

“B.J. Joins Murphy and Nugent.

“Following his talk Sunday night, Dr. B. J. Palmer announced that starting June 1950 Class, The PSC would change to 4 years of 9 months, 4,000 hours, entrance requirements being high school education or better for all under 25 years of age, the equivalent of high school education or better for those above 25 years of age.

“B.J. has accepted Nugent's and Murphy's recommendation for educational standards. IF B.J. is correct in this judgment, then Murphy and Nugent have led the way in their contention on education.

“Who among us can say that the gold dust triplets have not taken over the soul, body, and head of B.J.? Have our enemies taken a leaf from Communist Russia and decided the best way to destroy us is from WITHIN? There should be no objection to a person belonging to the Communist party or adhering to the Russian principles of Government, but if he wants to practice those principles, he should not remain in the United States, he should be sent back to Russia.

“Those within our ranks who want to be loyal to the medical profession, preach and teach medical doctrine, hold allegiance to the medical principle, encourage their own flesh and blood to attend medical schools, THEY should be sent back to the medical encampment.

“The Chiropractic profession has grown larger than any one man. The traitors in our profession can retard our progress, they can wipe out the chances of our leader to be remembered in history, but they cannot and will not be able to withstand those who believe in the Chiropractic principle and are willing to FIGHT FOR IT. Some of US do not run our business or make decisions merely on the basis of PROFIT as B.J. stated he did, in his defense of the Gold Dust Triplets. Oh, yes, they teach students that Chiropractic is all right

but that medical psychology is more important. They pretend to be in favor of repeal of basic science and become trusted by those sincerely in favor of its repeal until they work themselves into a legislative position where they can stall off work on its repeal until it is too late to do anything when the facts are discovered.

"The Gold Dust Triplets may have their day. They may be successful in ruining ONE INDIVIDUAL but they cannot overcome the principle of CHIROPRACTIC which is right.

"I well remember when one of those traitors came to Texas and said to welcoming ears that he saw no reason why Chiropractors should not require 2 years of college work previous to Chiropractic education or even two years of pre-medical work before your son should be allowed to attend a Chiropractic school. He succeeded in getting enough support to accomplish that objective in the basic science act in Texas.

"The failure to repeal basic science Board this year in Iowa was due to the effects of one or all three of the Gold Dust triplets. NOW these same men are advising some in Texas to go to Court with the Texas Law! Well, what is good for the goose is good for the gander so I promised that if they did, I would do likewise in Iowa. So they had better look at their god, the Gold Dust. *****"

Issue raised here by George is, briefly:

B. J. announced at Lyceum (1949) that after July 1, 1950, The PSC would accept as students only those for 4-years-of-9 course. George contends this followed a pattern laid down by Nugent and Murphy. George further contends B. J. has gone the way of Nugent and Murphy in making gold their god.

Along this line, let us quote another blurb. The NCA Capital News (October, 1949) had this to say:

"Palmer in Reverse.

"B. J. Palmer is currently engaged in the interesting trick of eating his own words, also repeating history in that performance.

"After denouncing higher education for Chiropractors for a generation, he unveiled his new mystic revelation at the Davenport 'lyceum' a few weeks ago.

"It is now gospel that Chiropractors should have THE FOUR YEARS OF EDUCATION THAT THE NCA has advocated and Palmer has fought.

"B. J. Palmer's gift for dramatizing has been somewhat dulled by age and prosperity; but he still managed to give the impression to the unwary that professional education for professional practice is an original idea TO WHICH HE HAD JUST GIVEN BIRTH.

"Little B.J. in an embarrassing way,

Was eating an NCA pie;

He thrust in his thumb and pulled out a plum

And said 'What a Great Boy am I.'"

Let us look at the record — the printed record — the record of 1912, THIRTY-EIGHT YEARS AGO, long before Nugent, Murphy, or George Grupe were in our profession. This extract is verbatim:

THE P.S.C. COURSES —
WHAT THEY HAVE BEEN — ARE — AND WILL BE

A review of the length of courses in The P.S.C. and the cost of such courses will not be out of place.

1895-1897 course was 2 weeks, cost \$500 cash.

1897-1900 course was 1 month, cost \$500 cash.

1901-1902 course was 2 months, cost \$500, not more than one-half of which could be paid in bankable notes.

1902-1903 course was 3 months, cost \$500 plus notes as above.

1903-1904 course was 6 months, cost \$500 plus notes as above.

1904-1906 course was 9 months, cost \$500 cash — no notes taken.

1906-1910 course was 9 months, cost \$100 cash.

1910 course was 12 months, \$150 cash.

1911 course was 12 months, cost \$200 cash.

1912 course, 12 months and 18 months, cost \$250 cash.

It will be seen from the above tabulation that we kept giving more time — which is more service — by charging more for it. We are now working back to the standard tuition (\$500) BUT WE ARE PROPORTIONATELY ADDING LENGTH OF TIME ALSO. The proposed schedule FOR THE COMING YEARS is as follows, although we reserve the absolute right to change this schedule in time or price at any time either IN LENGTHENING THE COURSE or raising the tuition quicker than within the specified time, if we so deem such prudent to advance the interests of Chiropractic.

1913 course will be 18 months and will cost \$250.

1914 course will be 24 months and will cost 300.

1915 course will be 30 months and will cost 300.

1916 course will be 30 months and will cost 350.

1917 course will be 36 months and will cost 350.

1918 course will be 36 months and will cost 400.

1919 course will be 42 months and will cost 450.

1920 course will be 48 months and will cost 500.

We will then have reached the commonly accepted 4-year standard college course of about one-fourth of the actual cost to take any other academic or collegiate course and graduate. We do this to be consistent and give medium sized purses an opportunity to help the world, as well as themselves.

(Page 120, The P.S.C. Announcement — 1912.)

Question NOW is, who is copy-tagging whom? Is "Palmer in reverse"? Or, are Nugent and Murphy in reverse with Palmer? RECORD SPEAKS FOR ITSELF!

More Needling and Sniping

Another George Grupe gripe, addressed to the ICA, October 28, 1949, adds to his needling and sniping record:

"This sad situation has come about because B. J. has been president in name only of the ICA, just as he has been of the other institutions and corporations his name heads. Ralph Evans is allowed to act and speak for B. J. and persons go to him with problems pertaining to the ICA which are never brought before the Board or brought to the attention of the Board of Control. Yet answers are given to problems allowing the Chiropractors in the field to believe they are opinions of the ICA (for the past two years). And the Board of Control has allowed themselves to be influenced to vote with the desires of B.J. who knows little of what is going on."

Odd that B. J. has "desires" yet he "has been president in name only" of anything and everything he is connected with. What does George think B. J. does sixteen hours a day, every day, seven days a week? Ask ANY person in The PSC, the ICA, in Radio Stations. They will tell you damn quick! It is a pity George doesn't know what THEY know.

It IS true people hereabouts can sharpen a pencil, go to toilet, shave, or clean fingernails without asking B. J.'s permission. When it comes to business, we are organizations. As such we are organization people. Individual minimizes himself for betterment of the organization, which means all. We solve problems and offer solutions in group conferences. George would be THE organization and George would have the organization be George Grupe. He would have everything in Davenport a ONE MAN organization — and HE would be THAT man.

Fortunately, everybody who KNOWS the ICA Board of Control knows there isn't a "yes" man — much less "allowing themselves to be influenced with the desires of B. J." That was reason George withdrew his name from re-election as First Vice President of the ICA, August, 1949. George has convinced himself HE, way down in Texas, is the ONLY ONE who knows everything that's going on in Davenport!

The Texas Chiropractic Society News (Nov.-Dec. 1949), of which George Grupe is (or was) editor, has the following boxed-in article:

"BEWARE!

"The gold dust triplets are starting in a small way their plan to see how it works. Knowing their interest in gold dust, it is what one would expect. It works like this: They start working on the students at the PSC by telling them, CASUALLY, OF COURSE, that BJ is getting too old and is becoming childish,

that they should respect what he has done but *not to put* any faith, confidence, or stock in what he says or claims. If the plan works on the students, and in all probability it will, they plan to try it out on the field. They must have been reading Mein Kamph and studied Hitler's methods of undermining those he wanted to get rid of for personal gain.

"BJ is gone most of the time. I understand he will return from Hawaii in December. The gold dusters have been very busy during his *absence LEAVING THE IMPRESSION THAT BJ IS GETTING CHILDISH AND VERY, VERY FORGETFUL*. BJ will probably be the last to hear about the things being done against him. And when he does, he will find it hard to believe and will condemn some of those who are just as interested in the future of Chiropractic as he is. THAT is part of the plan.

"They have already sold BJ and the PSC down to the NCA camp.

"It is pretty bad when students bring you the things they are being told at school and want to know from those of us in the field if they are true. I don't know why so many have to come to me with it.

"Like the money changers in the Temple, the Gold Dusters will eventually be run out of Chiropractic but will have done considerable damage before that time of reckoning."

(Italics is as it is in original article.)

We have made diligent search thruout our institution and fail to find such statements made either by Faculty, executives, employees, or what have you. They could have — mind you, we say "COULD HAVE" come from two certain people.

We, of course, would be foolish to deny we are putting on age. Everybody is!

Whether or not we are becoming "childish", we doubt if anybody here could honestly affirm that statement.

As to being "gone most of the time", this is not true. We have been gone no more of our time in 1948, 1949, than in previous years. We get invitations to conventions — we always have for past fifty years. We attended many in 1948-49, but we have been doing this for fifty years. That is nothing new. Why make an issue of a commonplace in 1949?

As for one B. J. being "sold" to the NCA camp, anybody who knows US knows we wouldn't stoop to admit there was such.

There can be but ONE source of such information. It is NOT from students. We know WHY George thinks he gets such information — because of wishful thinking which he hopes will come to pass.

This is another sample of "sniping and needling."

As we write this, we learn that George Grupe was killed in an aeroplane crash in Dec. 1949. George Grupe was one of the finest Chiropractors we have known. However, he had some of the most

damnable rule-or-ruin traits of any man we've known for years. It isn't fair to speak ill of the dead, but we have never pulled punches on issues of truth.

With George's passing, THE GREAT MASTER PLAN hatched and schemed between four people is now dead. The passing of two of the four master planners leaves only two alive. The four were known to us. Now there are only two left. They, also, are known to us.

The heading was apropos. BEWARE!

The Story Of FEAR

To feel is sense. To fear is non-sense.

Fear is to sense what paralysis is to function.

Fear is normal function perverted.

Paralysis is normal organic function perverted.

Pain is mental interpretation of abnormal physical conditions, external.

Fear is mental interpretation of inability of the body to deliver; to fear to do things one can't do.

One does not fear things done. He does not fear things he KNOWS he can do. He fears only things he thinks or knows he can't do.

Absence of fear is confidence.

Confidence is knowledge of things done.

Presence of fear is lack of confidence.

Lack of confidence is lack of knowledge of things not able to be done;

- things one hasn't done because he can't;
- can't because he hasn't the function;
- hasn't function because of subluxation;
- has subluxation because of lack of adjustment.

If you are a public speaker, you do not fear to speak in public.

If you have given an adjustment, you do not fear to do it.

If you have talked with rich, good, high-positioned people, you do not fear to do so.

If you HAVE NOT done these things, you fear to do them.

Confidence is gained by having normal ability to do.

Ability to do is gained by having healthy function.

Confidence is further gained by doing.

Greater confidence is gained by repetition.

More fear is gained by refusing to try to do.

He who does, gains confidence. He who does not, gains fear. YOU can add to either — it's up to you.

He who does, is he who tries and keeps trying, thereby *trying* to do. No one keeps trying without sooner or later succeeding in part

and thereby gaining confidence. He who does not try, gives up — therefore fails.

To multiply confidence, begin with child — walking; a-b-c's; talking; at, by, cat, rat, dog, multiply, encyclopedia, devariparch-choforunity; singing; piano playing; pipe-organ playing.

1. Vibration
2. Impression
3. Transmission
4. Interpretation
5. I.A.
6. Execution
7. Repetition
8. Enlarging upon
9. Multiplication of KNOWLEDGE
THAT I CAN.

To multiply FEAR, think you can't walk, learn a-b-c's, talk, sing, or play.

Don't try to receive:

1. Vibration
2. Impressions
3. Transmissions, etc.,

thereby increasing KNOWLEDGE OF YOUR INABILITY TO DO.

How many can tell our story of "The boy with his foot on the hoZ" and fill in all detail? Those who have, repeated it, CAN; those who have not, CANNOT. One makes confidence; other makes fear.

Many lives are FEAR personified — afraid to say; afraid to do "for fear" of adverse criticism, comment, gossip, having the argument closed against them.

Few are CONFIDENCE personified — are able to say; are able to do.

We care what people say so long as it is within reason. When it is not, we refuse to longer listen or heed.

LaFollette — "Lone man of the Senate."

Morris — "Lone educator of Wisconsin."

People who gossiped about us now enroll in our school.

People who will gossip about you will come to have their spines adjusted, and pay a high tribute.

You can't assimilate the body and feed a tapeworm; neither can you feed mental tapeworm — FEAR — and develop the mind.

Assimilate the body and feed the mind, and confidence comes.

You "*can't* get your lesson" — you're feeding the tapeworm.

You "*know you can* get your lesson" — you're now feeding the mind.

The recoil, "*I can't* get it" — therefore you feed scavengers. "*I'm going to get it*" feeds brain. One saps — other nurtures.

Fear puts foot on the hose, stifles activity, hesitates, stammers, and stutters. Confidence bolts, initiates, progresses, moves forward.

History has been made by men who had confidence.

Reformers:

John Bright
John Bradlaugh
Theo. Parker
Oliver Cromwell
Anne Hutchinson
Jean Jacques Rosseau

Philosophers:

Socrates
Herbert Spencer
Thoreau,
etc.

Business Men:

Franklin
Edison
Fulton
Newton
Westinghouse
Marconi,
etc.

Every person's ambition should be to shed fear and take on confidence. By trying and persevering, one can leave and other come on.

REPETITION: To repeat, and thereby improve, is to enlarge scope of confidence and decrease fear.

CONDEMNATION is to be expected, looked for, and appreciated.

More you do, more it comes. To escape criticism, do nothing, say nothing, be nothing.

Fear is byproduct of dis-ease — of matter and of mind. It's curse — a blight to healthy human endeavor.

Confidence is at ease, a blessing, a sunbeam to human labor.

To TRY is to grow. To KEEP TRYING is to keep growing. To grow is to gain recognition — self-perception — which denies fear and accepts confidence.

He who has confidence is a man. He who has a strong grip on fear is worse than he who drinks. One is temporary — the other permanent.

Give away — be a giver. To give is to receive.

Instead of plugging the bung hole of labor, you make another which drains the barrel quicker.

The Story of
A MESSAGE TO GARCIA
By Elbert Hubbard

In all this Cuban business there is one man who stands out on the horizon of my memory like Mars at perihelion. When war broke out between Spain and the United States, it was very necessary to communicate quickly with the leader of the Insurgents. Garcia was somewhere in the mountain fastnesses of Cuba — no one knew where. No mail or telegraph message could reach him. The president must secure his cooperation, and quickly.

What to do!

Some one said to the president, "There is a fellow by the name of Rowan who will find Garcia for you, if anybody can." Rowan was sent for and given a letter to be delivered to Garcia.

How "the fellow by the name of Rowan" took the letter, sealed it up in an oil-skin pouch, strapped it over his heart, in four days landed by night off the coast of Cuba from an open boat, disappeared into the jungle, and in three weeks came out on the other side of the island, having traversed a hostile country on foot, and delivered his letter to Garcia — are things I have no special desire now to tell in detail. The point I wish to make is this: McKinley gave Rowan a letter to be delivered to Garcia; Rowan took the letter and did not ask, "Where is he?"

By the Eternal! There is a man whose form should be cast in deathless bronze and the statue placed in every college of the land. It is not book-learning young men need, or instruction about this and that, but a stiffening of the vertebrae which will cause them to be loyal to a trust, to act promptly, concentrate their energies: do the thing — "Carry a message to Garcia."

General Garcia is dead now, but there are other Garcias. No man who has endeavored to carry out an enterprise when many hands were needed, but has been well-nigh appalled at times by the imbecility of the average man — the inability or unwillingness to concentrate on a thing and do it.

Slipshod assistance, foolish inattention, dowdy indifference, and half-hearted work seem the rule; and no man succeeds, unless by hook or crook or threat he forces or bribes other men to assist him; or mayhap God, in His goodness, performs a miracle and sends him an Angel of Light for an assistant.

You, reader, put this matter to a test: you are sitting now in your offices — six clerks are within call. Summon any one and make

this request: "Please look in the encyclopedia and make a brief memorandum for me concerning the life of Correggio."

Will the clerk quietly say, "Yes, sir," and go do the task?

On your life he will not. He will look at you out of a fishy eye and ask one or more of the following questions:

Who was he?

Which encyclopedia?

Where is the encyclopedia?

Was I hired for that?

Don't you mean Bismarck?

What's the matter with Charlie doing it?

Is he dead?

Is there any hurry?

Shan't I bring you the book and let you look it up yourself?

What do you want to know for?

And I will lay you ten to one that after you have answered the questions, and explained how to find the information, and why you want it, the clerk will go off and get one of the other clerks to help him try to find Garcia — and then come back and tell you there is no such man. Of course I may lose my bet, but according to the law of averages I will not.

Now, if you are wise you will not bother to explain to your "assistant" that Correggio is indexed under the C's — not in the K's — but you will smile sweetly and say, "Never mind," and go look it up yourself. And this incapacity for independent action, this moral stupidity, this infirmity of the will, this unwillingness to cheerfully catch hold and lift — these are the things that put pure socialism so far into the future. If men will not act for themselves, what will they do when the benefit of their effort is for all?

A first mate with knotted club seems necessary; and the dread of getting "the bounce" Saturday night holds many a worker to his place. Advertise for a stenographer, and nine out of ten who apply can neither spell nor punctuate — and do not think it necessary.

Can such a one write a letter to Garcia?

"You see that bookkeeper," said the foreman to me in a large factory.

"Yes, what about him?"

"Well, he's a fine accountant, but if I'd send him uptown on an errand, he might accomplish the errand all right and on the other

hand he might stop at four saloons on the way, and when he got to Main Street would forget what he had been sent for."

Can such a man be entrusted to carry a message to Garcia?

We have recently been hearing much maudlin sympathy expressed for the "downtrodden denizen of the sweat-shop" and the "homeless wanderer searching for honest employment," and with it all often go many hard words for men in power.

Nothing is said about the employer who grows old before his time in a vain attempt to get frowzy ne'er-do-wells to do intelligent work; and his long, patient striving after "help" that does nothing but loaf when his back is turned. In every store and factory there is a constant weeding-out process going on. The employer is constantly sending away "help" that have shown their incapacity to further the interests of the business, and others are being taken on. No matter how good times are, this sorting continues; only if times are hard and work is scarce, the sorting is done finer—but out and forever out the incompetent and unworthy go. It is the survival of the fittest. Self-interest prompts every employer to keep the best—those who can carry a message to Garcia.

I know one man of really brilliant parts who has not the ability to manage a business of his own, and yet who is absolutely worthless to anyone else because he carries with him constantly the insane suspicion that his employer is oppressing or intending to oppress him. He cannot give orders, and he will not receive them. Should a message be given him to take to Garcia, his answer would probably be, "Take it yourself!"

Tonight this man walks the streets looking for work, the wind whistling through his threadbare coat. No one who knows him dares employ him, for he is a regular firebrand of discontent. He is impervious to reason, and the only thing that can impress him is the toe of a thick-soled No. 9 boot.

Of course I know that one so morally deformed is no less to be pitied than a physical cripple; but in our pitying, let us drop a tear, too, for the men who are striving to carry on a great enterprise, whose working hours are not limited by the whistle, and whose hair is fast turning white through the struggle to hold in line dowdy indifference, slipshod imbecility, and the heartless ingratitude which, for their enterprise, would be both hungry and homeless.

Have I put the matter too strongly? Possibly I have; but when all the world has gone a-slumming I wish to speak a word of sympathy for the man who succeeds—the man who, against great odds, has directed the efforts of others, and having succeeded finds there's nothing in it; nothing but bare board and clothes. I have carried

a dinner pail and worked for day's wages, and I have also been an employer of labor, and I know there is something to be said on both sides. There is no excellence, per se, in poverty; rags are no recommendation; and all employers are not rapacious and high-handed, any more than all poor men are virtuous. My heart goes out to the man who does his work when the "boss" is away, as well as when he is at home. And the man who, when given a letter for Garcia, quietly takes the missive without asking any idiotic questions and with no lurking intention of chucking it into the nearest sewer, or of doing aught else but deliver it, never gets "laid off" and never has to go on a strike for higher wages. Civilization is one long anxious search for just such individuals. Anything such a man asks will be granted. He is wanted in every city, town, and village — in every office, shop, store, and factory. The world cries out for such; he is needed and needed badly — the man who can CARRY A MESSAGE TO GARCIA.

The Story of CELLULAR EXPANSION

Water plus heat or relative degrees equals expansion.

Indians split rocks, trees, by freezing or heating water.

Kernel of corn — planted:

1. corn
2. earth
3. water
4. heat
5. time
6. growth

Process — cellular expansion.

Sperm and ovum:

womb is earth

serum is water

natural heat

time — 280 days — child.

Process — cellular expansion.

First man and first woman:

Had they the elements for millions, or does time MANUFACTURE its materials?

One is an impossibility and other is logical conclusion.

Modern knowledge of function, and interpretation of what function is, are wrong.

They are based around sympathy — “by means unknown.”

The physiological structure of a cell is o.k.

It is its work, and HOW it works, we question.

Womb makes ovum. Testes make sperm. Each is a manufactured element. They fuse — represent the *material* future child.

Could cells divide “indefinitely,” man could never die; except for ACCIDENT or disease cells are limited — how long you live — how fast you use your cells.

Fast life — early death; lazy life — old age.

Athletes, drinkers, thinkers, worriers — burn their surplus.

Blastoderm — segregation of cells

placing of cells

placing of centers

ossific centers

muscular centers

cartilaginous centers
nervous centers,
etc.

What is a center?

The deposition of cells.

Given a center

serum

heat

growth, development, expansion —
the product.

Physiology says: one cell multiplies to two; two to four; four to eight; eight to sixteen; etc.

Karyokinesis is wrong, illogical, not true, not consistent with Innate or borne out with physiology.

It is another bugbear handed down.

Cellular expansion is the basis of materialization, growth, and maintenance. We look to this for healing tissues, scars, fractures, etc.

The Story of DEATH — OUR ATTITUDE TOWARD IT

Death — dissolution of Innate from matter.

Sickness conditions made body untenable.

Death — theologically; philosophically.

Theology based on life }
 death } God.

When we die, it is "the will of God."

Theology is based on death { heaven }
 hell } eternal life.

Heaven — future life; hell — damnation.

Theology — "heaven and hell are places."

"your soul must go one place or the other."

By your conduct BEFORE DEATH is your place assured.

If you follow CUSTOM as ordained, you go to heaven; if not, then hell.

To which place you go, depends upon to whom you listen.

Turk ladies wear bloomers; men wear skirts.

In America, we reverse this.

Religions are the same: what is hell to them is heaven to us.

Interpretations of heaven and hell depend upon to what sect you listen.

Methodist — dancing

Baptist — tub of water

Negro Baptist — river

Unitarian — dance on Sunday, etc.

Classification of soul

spirit

intuition

subconscious,

etc.,

is not defined theologically other than in theory.

Death — dissolution of Innate from matter.

Diseased or accidental conditions make body untenable.

Subluxation made conditions.

Adjustment removes conditions.

Healthy conditions make body tenable.

Life, the insoluble.

Innate with matter.

Death occurs when *all* tissue cells are expanded; old age only possible philosophical DEATH.

Innate leaves to again return to Universal Intelligence and again return to matter to advance and progress.

"Death" is a condition; "life" is a condition; as is "dis-ease" a condition of matter.

If we can stay conditions by adjustment, then well.

"Heaven" and "hell" are educated conditions, not theological places.

The soul, or Innate, is either normal or abnormal, according to fullness of its expression.

Theologically, we weep, sorrow, mourn; say good things over thieves; waste money on flowers, expensive coffins, etc.; build steeples to God; go in debt for funerals, etc.; harbor sorrow for twelve months; spend money for prayers to save souls.

Our actions belie things we profess to believe. Are we Christians? We would rather have a low standard and live it, than a high standard and deny it.

The modern funeral contradicts Christian teachings;

- special privileges with God to steer his soul to the straight and narrow path.
- have a minister save a murderer from going to hell on the scaffold.

All this smatters of theory, superstition, fables and myths — much like sympathy and reflex of medicine.

When a flower dies, you bury it with a passing thot. Man is a flower; bury him likewise.

Innate is greater than Educated; U.I. is greater than Innate, yet ignorant Educated implores, demands, pleads that U.I. do with Innate as Educated wants.

U.I. KNOWS what to do with Innate; where to take it; where to replace it; how long to hold it. The Chiropractor will not attempt to dictate to his Superior. He takes facts as facts, thinks upon them accordingly, and acts. He will not weep because his greater self has gone to a better CONDITION — no sorrow, no crepe.

The thief's Innate stands on a par with ours; its perversions were Educated.

We waste no great money on coffins, trimmings, funerals, etc. Innate is simpleness — the plainest possible.

We will not cause ourselves to harbor sorrow for twelve months;

no money will be spent to steer our Innate the way we Educateds think it should be steered.

We realize we are as close to God, Innately, as any man.

No theory, superstition, or myth will enter our thots or acts.

The Chiropractor will miss associations, but he will be glad a fulfilled life has reached a fuller stage. He will be filled with gladness. No flowers will be spent on the dead. Happiness will be his. A new and better life will be forthcoming.

Personally — incinerated within 24 hours

- no embalming
- no flowers
- no prayers
- no mourning
- no songs

“God Be With You Till We Meet Again.”

Our faults and good to be referred to at the service. We aimed to be a man of and for the people — to do them good.

Theologically, death is nurtured by FEAR of the unknown future, therefore Educated “faith.”

Chiropractic philosophy teaches death and life are conditions. Our actions prove our KNOWLEDGE of facts of evolution and reincarnation.

Our knowledge is begotten of the proofs of Innate, therefore not open to theory.

The Story of MAHATMA GHANDI

Mahatma Ghandi — as a person
— born in the “untouchable” caste.

Mahatma Ghandi — graduate of Oxford — a lawyer.

Mahatma Ghandi — as a political power.

Picture of India

Philippines

Hawaii

Cuba

United States.

What the British Empire does to India:

1. Exploitation of India's resources for benefit of Great Britain.
2. An ever-increasing military expenditure and a Civil Service the most expensive in the world.
3. Extravagant working of every department in utter disregard of India's poverty.
4. Disarmament and therefore emasculation of a whole nation, lest an armed nation might imperil lives of a handful of you in our midst.
5. Traffic in intoxicating drugs and liquors for purpose of maintaining a top-heavy administration.
6. Progressively repressive legislation to suppress an ever-growing agitation seeking to express a nation's agony.
7. Degrading treatment of Indians residing in British Dominions.
8. Total disregard for their feelings by glorifying the Punjab Administration and flouting Mohammedan sentiment.

Dirty dogs — suppress; equals — educate them.

Mahatma Ghandi — what he commercially stood for.

His fight in England and what it meant.

Ghandi broke down gold standard of England; had audience before King, wearing only loin cloth; squatted on floor; great men are simple.

We prophesied, years ago, he would increase in power, following, and would win his position.

Ama Besant.

Passive boycott; passive resistance; resistance not evil.

Two sides to this question:

- England wants India commercially
- Ghandi wanted it independently.

Ghandi opposed all modern mechanistic progress: railroads, aeroplanes, automobiles, etc.

Hand-spinning presents following special features which render it pre-eminently suitable as a remedy for India's economic distress:

1. It is immediately practicable because

- (a) It does not require capital or costly implements to put in operation. Raw material and implements for working it can be cheaply and locally obtained.
- (b) It does not require higher degree of skill or intelligence than the ignorant and poverty-stricken masses of India possess.
- (c) It requires little physical exertion; even children and old men can practice it and so contribute their mite to the family fund.
- (d) It does not require ground to be prepared for its introduction afresh, because spinning tradition is still alive among the people.

2. It is universal and permanent since, next to food, yarn alone can be sure of always commanding an unlimited and ready market at doorsteps of the worker, and thus ensures a steady, regular income to the impoverished agriculturist.

3. It is independent of monsoon conditions and can be carried on even during times of famine.

4. It is not opposed to religious or social susceptibilities of people.

5. It provides a most perfect ready means of fighting famine.

6. It carries work to cottage of peasant and prevents disintegration of the family under economic distress.

7. It alone can restore some benefits of village communities of India now well nigh ruined.

8. It is the backbone as much of hand-weaver as of agriculturist, since it can provide a permanent and stable basis for hand-loom industry, which at present is supporting from eight to ten million people and supplies about one-third of clothing requirements of India, but uses chiefly mill-made yarn.

9. Its revival would give a fillip to a host to cognate and allied village occupations, and thus rescue villages from state of decay into which they have fallen.

10. It can insure equitable distribution of wealth among millions of inhabitants of India.

11. It effectively solves problems of unemployment, not only partial unemployment of agriculturist but of educated youth aimlessly wandering in search of occupation. Magnitude of task requires marshalling intellectual forces of the country to guide and direct the movement.

It is the difference in view as to what actually constitutes progress.

Ghandi called it retrogression.

It is difference between machine age and touch of the human hand; hand arts against machine-made.

His "Confession of Faith" (1909) runs as follows:

1. There is no impassable barrier between East and West.
2. There is no such thing as Western or European civilization; but there is a modern form of civilization which is purely material.
3. The people of Europe, before they were touched with modern civilization, had much in common with the people of the East.
4. It is not British people who rule India, but modern civilization, thru its railways, telegraph, telephone, etc.
5. Bombay, Calcutta, and other chief cities are the real plague-spots of modern India.
6. If British rule were replaced tomorrow by Indian rule based on modern methods, India would be none the better, except that she would be able then to retain some of the money that is drained away to England.
7. East and West can meet only when the West has thrown overboard modern civilization almost in its entirety. They can also seemingly meet when the East has adopted modern civilization. But that meeting would be an armed truce; even as between Germany and England, both of which nations are living in the "Hall of Death" to avoid being devoured, the one by the other.
8. It is impertinence for any man, or any body of men, to contemplate reform of the whole world. To attempt to do so by means of highly artificial and speedy locomotion is to attempt the impossible.
9. Increase of material comforts, it may be generally laid down, does not in any way conduce to moral growth.

10. Medical science is the concentrated essence of black magic. Quackery is infinitely preferable to what passes for high medical skill.
11. Hospitals are instruments that the devil has been using for his own purpose to keep his hold on his kingdom. They perpetuate vice, misery, degradation, and slavery. I was entirely off the track when I considered that I should receive a medical training. It would be sinful for me in any way whatsoever to take part in the abominations that go on in the hospitals. If there were no hospitals for venereal diseases, or even for consumptives, we should have less consumption and less sexual vice amongst us.
12. India's salvation consists in unlearning what she has learned during the past fifty years. Railways, telegraphs, hospitals, lawyers, doctors, and such like have all to go, and so-called upper classes have to learn to live consciously, religiously, and deliberately the simple peasant life, knowing it to be a life giving true happiness.
13. India should wear no machine-made clothing, whether it comes out of European mills or Indian mills.
14. England can help India to do this, and then she will have justified her hold on India. There seem to be many in England today who think likewise.
15. There was true wisdom in the sages of old having so regulated society as to limit material conditions of the people: the rude plough of perhaps five thousand years ago is the plough of the husbandman today. Therein lies salvation. People live long under such conditions, in comparative peace, much greater than Europe has enjoyed after having taken up modern activity; and I feel that every enlightened man, certainly every Englishman, may, if he chooses, learn this truth and act according to it.

It is the true spirit of passive resistance that has brought me to the above almost definite conclusions. As a passive resister I am unconcerned whether such a gigantic reformation (shall I call it?) can be brought about among people who find their satisfaction from the present mad rush. If I realize the truth of it I should rejoice in following it, and therefore I could not wait until the whole body of people had commenced.

All of us who think likewise have to take the necessary step; and the rest, if we are in the right, must follow. The theory is there; our practice will have to approach it as much as possible. Living in the midst of the rush, we may not be able to shake

ourselves free from all taint. Every time I get into a railway car, or use a motor-bus, I know that I am doing violence to my sense of what is right.

I do not fear the logical result on that basis. When there was no rapid locomotion, teachers and preachers went on foot, braving all dangers, not for recruiting their health, but for the sake of humanity. Then were Benares and other places of pilgrimage holy cities; whereas, today they are abomination.

The Orient will get you if you stay with it long; study it much; seek its fundamentals.

We can understand why Miss Slade went Oriental.

Ghandi appeared before the British Empire conference in a loin cloth; he was presented at the Court of the King of England in a loin cloth — and made them like it. He was the first man to violate the rules of that pompous, austere court.

The Story of ERUPTIVE FEVERS

Common bases:

- fever
- poison
- elimination
- eruption.

Eruptions:

- pimples
- dandruff
- eczema
- psoriasis
- erysipelas
- dropsy
- seroedoema

Fevers:

excessive heat brought about adaptatively by a minus of function in eliminating poisons.

Add these and you have fever with eruption — ERUPTIVE FEVER.

Eruptions are adaptations upon the part of Innate to eradicate a poison thru an abnormal channel.

Fever is resistive resultant to abnormal transmission of nerve force currents.

Two separate and distinct conditions become simultaneous.

Eruption, independent; fever, independent. Eruption plus fever; or fever plus eruption produces eruptive fever.

Time becomes a factor as to when this combination got together — in what degree is each; which is working faster; which will last longest.

- Pimples
- Measles
- Scarlatina
- Scarlet fever
- Varaloid
- Chickenpox
- Smallpox

Eruption plus fever, minus either one — either can be alone; combination makes each worse.

All skin eruptions have a common source of origin: kidneys — being paralyzed the circulation being SEROUS.

It is impossible to concede other explanation and proof.

Pimples

Eczema

Itch

Scabies

Salt Rheum

Dry Tetter

Ringworm

Psoriasis

Nettle Rash

Lice

Erythema — all have a common location of cause, proof being correction of one eradicates other.

Fever is heat in excess; therefore, excessive heat.

Heat is caloricity; caloricity is C; C plus equals excessive heat.

Room plus stove; stove plus fire, equals heat in room. Heat is greater nearer stove. Cold is greater farther from stove.

Body plus subluxation; subluxation plus resistance, equals resistance plus currents, equals heat in body. Heat is greater nearer subluxation. Cold is greater farther from subluxation.

We have the fear of driving poison back in.

This is like sweat playing tag with perspiration.

If there is nothing to come out, why put poison IN to get it OUT; why pay physician to put poison IN; why pay him to get it OUT?

Chill period — invasion; fever period — fighting; sweat period — desquamation.

Eclipses are a product of cycles. Comets are the same. Students of cycles can foretell the day, hour, or minute of their coming.

When as much time, thought, and ingenuity have been displayed with man's cycles, similar conclusions.

Chronic dis-ease was once acute (a la medicine). Chronic dis-ease has chronic subluxation. Chronic subluxation was once an acute subluxation. Acute subluxation should be adjusted before it

becomes chronic. Acute subluxation is easier adjusted than chronic, and quicker. Fail with acute, you fail with chronic.

When Chiropractic becomes universal, there will be no chronic disease.

The best physicians dispute "What is lemonade?" — for no one knows how much lemon to use with how much water with how much sugar.

Eruptive diseases are fluctuations of same thing — you can't tell a bad degree of measles from a mild case of scarlatina, etc.

Proper use of brains — controlled by sufficient mind, equals accurate analyses — equals proper adjustment; and, presto, eruptive fever is gone.

The Story of PYRAMIDS

The Pyramids: Great Pyramid of Gizeh

King's Chamber — sarcophagus but no body

Queen's Chamber

The Tombs — spent their living time devising ways of hiding themselves when dead, so none could find them.

King Tut's Tomb—his sarcophagus (three of them). Finally, him. Beaten gold, value \$100,000. Ideographs on walls.

Rome:

Alexandria, The Catacombs — 110 miles of underground tunnels under Rome, in one cemetery alone. There are two others.

Reminds one of gophers.

They burrowed to hide themselves, as Christians, from Romans.

Story of St. Cecelia.

India:

Bombay. Parsees. Towers of Silence.

Vultures — what would happen if an epidemic occurred.

Benares. Sacres Ganges. Burning Ghats.

Dip feet in river.

If poor, burn little wood; if rich, much wood.

Ashes, or unburned bodies, into river.

Body placed on top, wrapped in white linen sheet. Coin placed in mouth.

Relative makes three trips around body with lighted torch.

China:

Present you with coffin while alive. Great honor to ancestors — hope you live long.

Upon death, necromacer comes. He determines day, place, position, and direction of funeral. It might be three days or ninety; in your back yard, or one hundred miles away; head may be in any direction.

Professional mourners are hired to cry and moan. Relatives walk, wearing sack cloth.

Body is placed on top of ground. Pile of dirt indicates wealth. Our Wanna Sun Tai — Chinese Pekinese poodle — has his coffin in A LITTLE BIT O' HEAVEN. Buried Chinese fashion.

Mohammedans:

Tombstone symbolic of human male lingam. Reason: when he gets to heaven it will be one continuous round of pleasure; harem, beautiful women, etc. Therefore, he dies guiding himself in right direction.

The Mohammedan permits no women to go to heaven. Yet when he arrives, every man has several million women waiting for him.

Pyramid of Gizeh:

Located in geographic center of world's surface.

Longitude 30 over its apex; N. latitude 30 crosses its apex.

It is built absolutely so its square sides face north, south, east, and west.

At one season of the year, it devours its shadow.

Why was it built here? Because, from historic time, there has been no earthquake or cataclysm since 17 a.d.; no flood or anything to destroy either above or below surface of earth.

The pyramid is today without a seismic crack.

It is on the most quiet spot in the world. Earthquakes have been all around it, but never one there.

What is its size?

It is 486 feet high, 764 feet long on each side.

It covers $13\frac{1}{2}$ acres, at base.

It contains 93,000,000 cubic feet of masonry.

It weighs 5,273,834 tons.

It is the largest building in the world today.

It has 203 steps from bottom to top, which vary in height from 17 to 79 inches.

Base rocks are $1\frac{1}{2}$ feet thick, $33\frac{1}{2}$ feet wide, and length unknown as they extend into base.

Average block of stone is 5 feet high, 8 feet wide, and 12 feet long.

They are of matchless workmanship; more correct and true in mitering than work of a modern optical apparatus, yet all done by hand.

Its construction:

Stones were laid in steps, over which were placed casing stones.
No cement was used. Actual fitting is so perfect that a rice wafer could not be inserted between stones anywhere.

It has a perfectly square base.

Something no mechanic can make, and no architect can draw.

Although it is the most enormous building in the world today, and although millions of tons of material were prepared on the ground, which would necessitate millions of stone chips, there is not ONE to be found anywhere.

There are no doors or hinges, no padlocks, hasps, or staples to allow or prevent the entering to any part of the Great Pyramid; but in time it will be found that there is a perfect system of inlets and outlets which will open upon digital pressure of right stones.

How long did it take to build?

It is estimated it took 360,000 men 20 years to complete it.

When was it built?

Some say 3,000 B.C. Others go as far as 27,970 B.C., according to viewpoint of who must have built it.

Who built it?

It is not known.

History is present and past.

No present race knows anything about it.

However, this much is certain: it was built by a race who knew more than we do today. It contains knowledge we can't decipher. They knew astronomy, mathematics, geometry, etc., better than we know now.

It is estimated that they were more intelligent than we will be 25,000 years from now, at our present rate of advancement. They navigated the air; tempered copper harder than steel; knew exact circumference of a circle, distance to all fixed planets; overcame gravitation, etc.

Where did they get the material?

Quarries of Syene which are 550 miles up the Nile — the distance between St. Paul, Minnesota, and Keokuk, Iowa.

Of what is it built?

Its external construction is of lime.

All internal orifices are of polished red granite.

Why was it built?

To perpetuate, for all time, two things:

1. weights, measurements, and architectural astronomical knowledge.
2. all the secret work of Masonry which is herein embodied and much that is not taught.

Does the building teach all these?

Yes — not by heiroglyphics, signs, or symbols, except as the building itself is its own manifestation of every fact of measurement, astronomy, and weights.

It contains all lessons of Masonry.

Every passage, room, chamber, etc., reads volumes to a well-posted student.

When was it first opened?

Caliph Al Manoum, about 820 a.d., chiselled for months and got only 100 feet into the solid stone.

It is 382 feet from surface to center — of rock.

Descending chamber, so low all men must bow their heads, even though a king.

Three chambers found: King's Chamber

— Queen's Chamber

— Subterranean Chamber

Other rooms are supposed to be, but never found.

King's Chamber 34 feet long, 17 feet wide, 19 feet high. Finished in red polished granite.

In this was found a sarcophagus, with no lid.

In this room was found corn. It was planted and grew perfectly — a kind of corn unknown today and more valuable than any we have.

This tomb is 7 feet long, 3 feet wide, and $3\frac{1}{2}$ feet high. It contained nothing. No one knows how sealed, or by whom.

It is generally understood that the logical opening to the Pyramid of Gizeh is the Sphinx which is but 3 miles off — a tunnel connecting.

The Sphinx stands guard as a Tyler.

We know practically nothing about the Pyramid.

There is no man living who, with endless money, great ability, with machinery of this age, would undertake to duplicate it.

It is the seventh and least known wonder of the world.

The Story of MR. SUTTER'S HOME

This story is written in Honolulu, Hawaii. We are on vacation, writing four books. Have been here five weeks — two more to go, then home and back into the grind. Between eating, sleeping, sunbathing on beach at Waikiki, and writing, days go rapidly.

One thing is certain — nobody can get away from himself. Innate keeps popping recollections into our Educated. One of them is the story of Mr. Sutter's home.

Every place we go, friends know we are interested in the unique, unusual, different. Such a situation arose when in Spokane, Washington, some years ago. We were speaking at a state convention. Several local Chiropractors insisted, "You must see Mr. Sutter's home." So many times these local places prove duds that we hesitate to accept. We kept trying to stall this one along, saying we were busy at the convention, etc., but they refused to take "No" for an answer. Finally, lunch being over, they man-handled and shanghaied us down to a waiting car.

We arrived at "Mr. Sutter's home." It was a nice, ordinary-appearing home, except for the Chinese porch built all around its front and side.

Mr. Sutter was expecting us. He appeared in a gorgeous Chinese Mandarin robe.

We entered this porch. He told us to look around. We did. We were not overly impressed with what we were looking at. There was a very large fireplace, built with what appeared to be a usual collection of different kinds of rocks. Set in recesses in walls, was a set of sixteen what appeared to be Chinese black-painted wood carvings, about two-feet square, as we now remember.

We gave them two glances, and passed on. We were not unduly impressed, because we had seen many similar in Chinese curio stores. Mr. Sutter asked what we thot of them. We told him they were nice. He asked, "What would you give me for them?" We told him, "About \$20 apiece, because they could be duplicated for that in most any Chinese curio store."

Considering ourselves connoisseurs of Chinese art, we thot this was the best way to take the conceit out of Mr. Sutter. Then he said, "I'm going to take you down a peg or two. Those sixteen panels in those sixteen niches in the wall are intrinsically worth ONE MILLION DOLLARS."

Knowing Mr. Sutter to be a man of intelligence, we were astonished. He then explained the story.

For twenty years, he had been Curator of the Chinese Museum in the Forbidden City in Peking, China. He was there to catalogue and describe all arts that had been gathering for thousands of years. He told us he was the only man who had ever touched the person of Her Imperial Majesty, the Dowager Queen of China, and that occurred once when she told him something with which he disagreed, and he slapped her face for saying it. Had this been a Chinese, his head would have been off within the hour.

After twenty years, he decided to come back to America. Upon leaving, the Dowager Queen asked him to help himself to anything in the museum he might want, as a present from her. He selected these sixteen panels.

These panels were about two inches thick, about two-feet square, including outside frames. THEY LOOKED like ordinary, dirty, carved-wood frames. They were SOLID GOLD — each of them. The value in weight of the gold alone was more than ONE MILLION DOLLARS. Antique value would be above that. Being antiques, they were permitted entry, duty free. He took one out of the frame and showed us it was gold.

We asked their age. He said he did not know. The nearest they could establish age was one time when a Chinese student asked him if there was silk on the back of them. There was. Then said the student, "They are more than five thousand years old, because there has been no silk on the rear of these frames since that time." As we recall, they weighed more than two hundred pounds each.

16 panels at 200 pounds each equals 3,200 pounds; 3,200 pounds of 12 ounces Troy to the pound equals 38,400 ounces; 38,400 gold ounces now (1950) worth \$78 per ounce equals a present day value of \$2,995,200, almost 3 million dollars.

To further verify — although we did not doubt Mr. Sutter's opinions — he showed us a National Geographic magazine which pictured them and told the story we have repeated. Needless to say, the wind was taken out of OUR sails. We were flabbergasted. We now studied them with great awe and intense respect.

Mr. Sutter asked what we thot of his fireplace. By this time we had learned to tread lightly and speak cautiously of anything in Mr. Sutter's home, on the assumption that anything Mr. Sutter had must have an unusual value and history.

He pulled together all black curtains, and turned on a battery of ultra violet rays both in front of and behind this huge fireplace of rocks. They immediately glowed in all brilliant colors of the rainbow. They were fluorescent, iridescent, and phosphorescent,

impregnated. This was the first time we knew such existed. His collection was gorgeous. Later, this led us to gather a few smaller rocks in the collection we have in a show-case in the Palm Court of The B. J. Palmer Chiropractic Clinic.

Take it or leave it, here was one place we were glad the Chiropractors insisted we visit. We have often wished we could go back and study more.

Once in a while, Chiropractors DO know what THEY know WE should know more about.

The ever-present thought that bobbed up in our mind was, "What do you do to protect this wealth in this home?" He explained that the entire house was burglar-proof and fire-proof; that it had a burglar alarm system and a sprinkler system throughout; that at night nobody could even approach the place without setting off alarms, and in the event of a small fire, alarms would go off. This relieved our mind concerning their fate.

The Story of
RIGHT ADJUSTMENT
By Elbert Hubbard II

*There is only one law and only one God,
For all things under the sun,
The sea and the sand and the wind-blown soul
And the God and the law are one.
And whatever the God and the law be named
By beings like you and me,
They speak supreme in that cosmic voice
Which men call Harmony.*

We live in the age of investigation and interrogation. We are all citizens of Missouri — show me! Bluff has had its day, and the operations of both business and professional men are now conducted out in the open, and subjected to the X-rays of critical analysis and the acid test of truth and reason.

Science has now lost its academic significance and instead of being almost wholly associated with the occult and the mysterious, it is recognized as being simply commonsense classified and intelligently applied.

We are beginning to think for ourselves, to seek for *causes*, instead of evolving remedies or *effects*. On every hand we see hoary ideas and antiquated methods discarded and old superstition and dogma decorating the junk-pile.

A natural result of this spirit of inquiry has been in the increasing tendency to make the body the temple of health — strong and efficient.

So in the scrap-heap the keen observer will see musty, dusty boxes and bottles, and “scraps of paper” written in a dead language.

They are drugs, dope and prescriptions representing well-meant but pathetic efforts to cure disease or correct its effects — medicine given to correct the evils of medication.

We are beginning to realize the futility of pills and potions.

They do not cure — they only temporize. And to reason from a diagnosis is illogical — as the post-mortem will show.

The only logical way to health is to remove the *cause* of the disease.

And this Chiropractic does.

Chiropractic is the science which has brought the backbone to the front, so to speak. Incidentally, it has done much to give vim to the vimless, substituting health for disease.

Chiropractic is based upon the assumption that all diseases have their cause in subluxation — that is, partial dislocation — of the spine, which exercises undue pressure on the spinal nerves.

This impingement, or pinch, restricts the flow of mental impulses at some point in their passage through the nerves, from their origin in the brain to the tissues which they supply with mental energy.

Their source of food-supply is cut off, and they give notice in their own way by abnormal expression — by giving us pain.

For pain is the cry of an injured nerve.

Man is a machine. And even as up-to-date machinery — well balanced and controlled, free from undue friction — is a prime necessity to the manufacturer if he must produce the goods, so is it equally imperative that man be healthy, sound in mind and body, free from dis-ease, if he would succeed.

And the Chiropractor is the expert engineer whose practiced eye and skillful hands adjust the broken-down human machine, restoring it to robust health and its wonted vigor.

Chiropractic goes direct to the cause, instead of shilly-shallying or dilly-dallying with effects. It removes the obstruction from the hose that carries the vital current, re-establishing its free flow.

It places the individual *en rapport* with himself and with Nature, the great healer.

This is the chief object of the Chiropractor: to restore harmony — to adjust the short-circuited wires of the nervous system and keep open the lines of communication between "Central" and the various "branches" — in other words, to get the body into thorough working order.

Hence the Chiropractor does not clog the human mechanism with dope or drugs, nor does he resort to saw and scalpel.

His practice is bloodless and drugless. Adjustments are practically painless and the work of but a moment.

You have nothing to fear at the hands of a competent Chiropractor. He is kind, gentle, patient, skillful — he is your friend. Also, he is your teacher.

A good Chiropractor not only knows the science of adjustment of the spine, but he knows also life in general, and so is the better fitted to practice the healing art.

He is always more interested in health than in disease.

He ever keeps in mind the ideal of perfect health and ever works to that end. His plan always seems to be to open up the sluiceway, to clear a path through the woods, to remove the rocks from the channel. He moves towards the definite point of health and happiness.

And we are only well and happy and able to think, to work and to succeed, when the spinal column is able to do its perfect work.

"We are bathed in an Ocean of Intelligence," says Emerson. The world is Spirit. Spirit takes material forms, and one of these is the human body. The soul seems to be a part of the Great Spirit, partially segregated, as it were, in the individual body.

Our business is to allow this Spirit to play through us. So the happy, relaxed, generous mood is always the healthy mood.

We are a part of Nature — in fact we are Nature. Nature is our Mother; and the more we love Nature, the more we understand her, the more we move with Nature the happier and better we are. The penalties of life are for disobedience of the laws of Nature. The blessings of life come from being one with the Universal Mother, and the approachable, kindly and able Chiropractor adds to our gladness, efficiency and length of days by his knowledge of, and belief in, "right adjustment."

The Story of THAT OLD TIME PHILOSOPHY

In 1895, D. D. Palmer brought forth a NEW principle, with a NEW practice, which attained a NEW result.

On the NATURAL and NORMAL side, it was:

- if there were no concussion of forces, *accidentally* applied;
- if there were no vertebral subluxations;
- if all vertebral and spinal foramina were normally open to full size;
- if there were no pressure upon nerves;
- if there were no interferences to normal quantity flow of mental impulse supply between brain and body;
- if there were no resistances to transmissions of nerve force flow — then there would be normal quantity of and/or normal speed of action of all tissue cell structure; there would be normal function; there would be chemical balance; there would be functional, physiological, chemical health.

On the ABNORMAL side, it further was:

- a concussion of forces *accidentally* applied, produced a vertebral subluxation;
- a vertebral subluxation occluded a vertebral or spinal foramen;
- the occluded foramen produced a pressure upon nerves;
- pressure upon nerves interfered with normal quantity flow of mental impulse supply between brain and body;
- pressure produced resistance to transmission;
- resistance to transmission offered interference to transmission of mental impulse supply;
- reduction in quantity flow created the beginning of ALL disease, either functional, chemical, or pathological.

He further said:

- concussion of forces *intentionally* applied, reduced vertebral subluxation;
- reduced vertebral subluxation opened vertebral or spinal occlusion;
- opened occlusion released pressure upon nerves;
- released pressure upon nerves restored normal quantity flow of mental impulse supply between brain and body;
- released pressure reduced resistance;

- reduced resistance reduced interference;
 - increased quantity flow re-created restoration of health to ALL dis-ease, either functional, chemical, or pathological.
 - Diseases, as entities, were multiple; dis-ease, as a condition, was single;
 - as entites, each had its own cure; as a condition, there was one cure.
-

This is the 1895 OLD TIME PHILOSOPHY of D. D. Palmer's Chiropractic.

That principle and practice was right or wrong.

If THAT OLD TIME PHILOSOPHY was right, it was 100 per cent right.

If THAT OLD TIME PHILOSOPHY was wrong, it was 100 per cent wrong.

If right, it should be rigidly followed in 100 per cent of cases.

If wrong, it should be entirely ignored and completely discarded.

If right, it would get sick people well. If wrong, it could not get anybody well.

If it got sick people well, it was right. If it failed to get sick people well, it was wrong.

If it was right, there was not a 50 per cent vertebral subluxation cause for some diseases, and a 50 per cent germ, environment, diet, or other kind of cause for balance of diseases.

If right, there was not a 50 per cent INSIDE cause for diseases, and a 50 per cent OUTSIDE cure for diseases.

If right, there was not a 50 per cent vertebral adjustment restoration for diseases, and a 50 per cent modality stimulation and/or inhibition, treatment for the rest.

Chiropractic is either an ALL-inclusive principle and practice, or an ALL-exclusive principle and practice.

Chiropractic contains A SPECIFIC cause and a SPECIFIC cure for ALL dis-ease, or contains NO specific cause or specific cure for ANY dis-ease.

If THAT OLD TIME PHILOSOPHY principle and practice got sick people well, why alibi impure blood, inheritancy, germs, effluvia, environment, diet, stimulation or inhibition, external cause, external cure?

If THAT OLD TIME PHILOSOPHY Chiropractic principle

and practice is right, why alibi it with medical ignorant principles and incompetent practices?

It is better to adjust INTERNAL VERTEBRAL SUBLUXATION and get sick people well.

Get sick people well, and you do something nobody else has done before.

Do something never done before, and you explore and till virgin territory.

Open virgin territory, and you have the world at your feet as soon as you prove your case, even though the proving process is slow, stubborn, resists invasion, and grows slowly, replacing the world's economy program of human society.

We CAN HAVE the world at our feet.

With THAT OLD TIME PHILOSOPHY burning fiercely within us,

- we KNEW a vertebral subluxation was the cause of all dis-ease;
 - we KNEW it occluded an opening;
 - we KNEW it produced pressures upon nerves;
 - we KNEW it interfered with transmission;
 - we KNEW it reduced quantity flow of nerve force health.
-

With THAT OLD TIME PHILOSOPHY burning fiercely within us,

- we KNEW vertebral adjustment restored health to all the body;
 - we KNEW vertebral adjustment opened that occlusion;
 - we KNEW it released pressures upon nerves;
 - we KNEW it permitted restoration of mental impulse supply between brain and body;
 - we KNEW Innate could and would heal and cure ALL sickness.
-

It was THAT OLD TIME PHILOSOPHY which made us militant;

- do or die;
- force the fight;
- marched us into the enemy's camp;
- take the battle TO them;

- defy them at their worst in legislative bodies;
- whip them in legal courts;
- took us to jail rather than pay fines.

If, as and when we get back to **THAT OLD TIME PHILOSOPHY**, we will again control, conquer, and direct our footsteps.

Give us **THAT OLD TIME PHILOSOPHY** and we will have no need for treatments of devious characters; there will be no room for modalities; we will get back on the backbone, whether it be top or bottom; and we will again be anchored as we once were anchored.

This will put **CHIROPRACTIC** and **CHIROPRACTORS** back on their numerical, professional, scientific, legal, and financial feet, stronger than before; and Chiropractic and Chiropractors will multiply as rabbits in a warren; for there are **MILLIONS** of sick people who need what we have **IF WE HAVE IT AND DELIVER IT**.

Medical men cannot, do not, and are not supplying it — **ONLY CHIROPRACTORS CAN**, if they use **THAT OLD TIME PHILOSOPHY**.

What was *it* that made a long list of national heroes of hundreds of Chiropractors, who went to jail from thirty days to more than a year, refusing to pay fines?

What was *it* that made D. D. Palmer prefer jail sentence in Scott County, Iowa, refusing to pay a fine — jail still standing, room still there — which made him a hero, and that room some day to become a shrine.

What was *it* that made these pioneer heroes sacrifice business, home, comforts, deprived of loved ones, physically come out worse than they went in, mentally with confidence in fellow practitioners badly shattered and fractured?

What was *it* that impelled those of us more fortunate to build a **GO TO JAIL** fund to in some slight way help compensate them for their losses?

What was *it* that made some of us ask the rest of us to send post-card and letter showers to certain Chiropractors encouraging them to carry on, and to certain public authorities protesting against this or that, all of which met with universal professional response, even to patients repeating the performance?

Why did they do these things, these ways?

It was because they knew **THAT OLD TIME PHILOSOPHY** was sound, true, worked; that sick humanity needed Chiropractic, and if they didn't fight for it, sacrifice for it, humanity then and in the future would be deprived of it. They had that rugged spirit of pioneers, fighting spirit of the Boston Tea Party, willing to suffer privations of Valley Forge, willing to slop around in World War mud of trenches and scratch medical cooties to make the sick world safe for a Chiropractic health democracy.

What is that driving force, that head of steam, that dominant pressure that forces men to focalize relentlessly, year after year, to give Chiropractic its rightful place in human necessity?

What was *it* that made young and old, women and men, martyrs in early days of Christianity; when bound to the cross, tortured, fed to lions?

1. Their confidence in correctness of **THAT OLD TIME PHILOSOPHY** that Chiropractic would work if Chiropractors made it work.

2. The vision of men of an improved mental and physical status of a humanity after Chiropractic had been applied and became a reality in human behavior.

3. It was their inherent belief, an inspired faith, if you please, that carried them thru. They knew they had Chiropractic; they knew they were getting sick well; they knew they were succeeding in their humble way where world-wide specialists and noted physicians and surgeons, with boastful reputations and alphabets after their names, had failed.

Betwixt and between the discovery of **THAT OLD TIME PHILOSOPHY** and universal application of **THAT OLD TIME PHILOSOPHY**, men will starve, fight, dream, sacrifice, plan, work, go to jail, write, print, lecture, and put their all back into it, and devote their very lives to make it all come true.

Everything in those days was builded to that end, everything was sacrificed to that end. A loving mother starves herself to fatten her child; so many of our pioneers sacrificed all to keep **THAT OLD TIME PHILOSOPHY** torch burning brightly to light the path to health for unborn millions.

We grew, thrived, prospered, multiplied, stormed the citadels of medical fortresses; broke down proverbial medical four-year course to an eighteen-months course, when everybody said it wouldn't be done, just as many now say it shouldn't be done. **IT CAN BE DONE, BECAUSE IT WAS DONE.**

Men will give up everything to make their ideals real.

What was the result of the practical practice of THAT OLD TIME PHILOSOPHY back in the days when we had 20,000 fighting, red-blooded he-men Chiropractors, who were thinking Chiropractic; talking Chiropractic; fighting for Chiropractic; going to jail for Chiropractic; belonging to a Chiropractic organization that was solely concerned in and fighting for the better interests of THAT OLD TIME PHILOSOPHY, and OLD TIME PHILOSOPHY Chiropractors;

- where Chiropractors were fighting against medical domination, not themselves; fighting against inroads of medical principles and practices;

- where Chiropractors went to legislatures with clean hands, in good faith, and fought for straight Chiropractic legislation to protect, defend, and preserve THAT OLD TIME PHILOSOPHY for the rights of future generations to get well;

- where everybody was living, breathing, drinking, eating Chiropractic;

- where State Associations were Chiropractors who banded and gathered together to talk Chiropractic, to know how to better become better Chiropractors, and to know more about THAT OLD TIME PHILOSOPHY and how to better apply it;

- where THAT OLD TIME PHILOSOPHY Chiropractic was always uppermost in EVERYBODY'S head, heart, and hand.

Those were the good OLD TIME PHILOSOPHY days when Chiropractic and Chiropractors were growing, thriving, prosperous, gaining ground, worrying medical men no little; where we conscientiously assumed the aggressive and were never on the defensive.

Money is the root of all evil and everybody is digging for more root.

When we had THAT OLD TIME PHILOSOPHY uppermost, we convinced the sick they should have, must have, and needed vertebral adjustments by hand only.

When we convinced them they needed vertebral adjustments by hand only, we had business.

When we had business, we had money.

When we had money, the big issues were big issues and petty trivia were petty trivia.

When we had none of THAT OLD TIME PHILOSOPHY uppermost, we did not convince the sick they should have, must have, and needed vertebral adjustments by hand only.

When we did not convince them they should have, must have, and needed vertebral adjustments by hand only, we had no business.

When we had no business, we had no money.

When we had no money, petty trivia became big issues, and big issues became petty trivia; — all because we had lost our OLD TIME PHILOSOPHY.

When we DON'T have money, we gripe all along the line; make large things small, small things smaller; make small things important, important things small.

When we HAVE money, all things small or large, important or unimportant, assume a rightful sense of proportion and fitness to each other.

It is time we got back to THAT OLD TIME PHILOSOPHY.

Those days have NOT changed. They are MORE salient, MORE positive, MORE dominant today than ever. We have a Chiropractic to hurl at our enemy, a BETTER Chiropractic to fight with and for; BETTER results attained on worse cases quicker than ever before. TODAY we should be ON TOP of the pile, fighting in greater numbers, with more conviction, with more results to back us than ever before. WE HAVE IT. Why not use it?

Back in the good old days of THAT OLD TIME PHILOSOPHY when all of us drank, ate, lived, and talked Chiropractic, we had patients — 40, 50, and 150 per day.

When we had patients galore, we had money.

When you had money, you bought advertising matter — one million Educators monthly — and thus spread the gospel far and wide and made more converts.

When you had money, you ordered 2,000 copies of our books, upon advance notice.

When you had money, you bought office equipment, X-ray outfits, and thus made yourselves more Chiropractically efficient to do better Chiropractic work, to get more sick people well with Chiropractic.

When you had money, you joined other Chiropractors with like objectives, into the UCA.

When you had money, you joined 5,000 others to combine into a common front to do battle against the medical enemy, to fight against medical legislation, to secure straight Chiropractic legislation in States and Provinces.

When you had money, you helped the UCA secure and spend \$100,000 per year in a national educational publicity campaign to benefit Chiropractic.

When you had money, others saw it; seeing it, they realized Chiropractic was doing it; realizing that Chiropractic was something worth while, this induced students to go to various schools.

When schools had students, they builded better than they knew, and returned it ten-fold back upon you and your welfare.

ALL BECAUSE YOU DRANK, ATE, LIVED, THOT AND TALKED CHIROPRACTIC!

Those were the good old days with **THAT GOOD OLD TIME PHILOSOPHY.**

Why not return to those days; get 40, 50, 150 patients per day; get sick people well; buy advertising; spread the gospel; buy Educators and office equipment; place orders for books; send students to schools; get money with which to make it all possible?

WHY NOT BRING BACK THE GOOD OLD PROSPERITY DAYS?

Millions of sick cry for health — for adjustments.

Millions of sick seek health — a Chiropractor.

Millions of sick have a cause, a vertebral subluxation, and cry out in the wilderness but never hear you, nor you them.

Millions need adjustment, but your whisper is no longer heard.

Millions want to learn how to help others get well as you did.

Combined, all of us can quickly and easily return to where we once were, **IF WE DRINK, EAT, LIVE, THINK, TALK, AND FIGHT FOR *THAT OLD TIME CHIROPRACTIC PHILOSOPHY AGAIN.***

When we talked **THAT OLD TIME PHILOSOPHY**, we convinced ourselves.

Convincing ourselves, we became enthused with its reality.

Becoming enthused, we passed that enthusiasm on to patients.

In talking ourselves, we educated ourselves.

Educating ourselves, passing it on, we educated our patients.

Educating our patients, by word of mouth or printed sheet, our patients understood what Chiropractic was, was not; what it did, did not do.

When patients understood and sold it to others, they, too, became solidly sold to Chiropractic and to you, and thus sold Chiropractic to others who also became solidly sold to you.

To sell others to Chiropractic was to build a never-ending snowball which gathered momentum as it rolled Chiropractic education along.

What would happen, today, if we got back to THAT OLD TIME PHILOSOPHY and sold Chiropractic to ourselves and others, again and again, and thereby built back more than what we once had?

Back in ye olden days, we taught pure, unadulterated, ten-fingered OLD TIME PHILOSOPHY to you; you sold it to others; then legal-rights fights started.

This started Chiropractors fighting, in defense, to prove to all comers, everywhere, that back-bone territory, subluxations and adjustments, whether sacrum, lumbar, dorsal, or cervical — all vertebrae — meric system or majors and minors, belonged to them.

Being completely and whole-heartedly sold to THAT OLD TIME PHILOSOPHY, Chiropractors went to legislators and legislatures and fought until they sold THAT OLD TIME PHILOSOPHY to them, contending it belonged to Chiropractic and Chiropractors, legislatively and legally.

NOW, supreme courts have held in their rulings that THAT OLD TIME PHILOSOPHY of back-bone vertebral subluxations and by-hand-only vertebral adjustment, DOES belong exclusively to prior arts rights of Chiropractic and Chiropractors.

Legal rights we fought for are now legally established.

Our position is fortified, strengthened, enhanced.

In 1890 — five years before the Chiropractic baby was conceived — we saved father's long-hand-written manuscripts; have them today.

In 1895 — when Chiropractic was conceived — we began studying pipe-organ between 4:00 and 6:00 a.m. Between 8:00 a.m. and 5:00 p.m., we clerked in a department store, learning practical business methods; between 8:00 and 10:00 p.m., we occasionally served as a subject for a traveling hypnotist who came to town, learning arts of concentration and suggestion. Sundays found us dabbling in photography, studying electricity, for there was an electric plant across the alley from where we lived.

Between times we were living Chiropractic atmosphere at home, learning what there was to be learned.

Our professional and business careers began when young — very young. We had no time to play baseball or other boy's games; have never played; have always worked; never had spare time to play.

Then came the great split:

Father was determined to keep Chiropractic a family secret, handing it from father to son; we to hand it to our son, etc. This we refused to do.

If Chiropractic was all he said it was, no one man could adjust all vertebral subluxations of the world.

Had we then known what we have bitterly learned since, we might have decided differently.

We reasoned that the world of people everywhere were entitled to health. This called for many Chiropractors. We decided to give it to the world by teaching it.

This created an intense and bitter personal hatred between father and son.

Had we known then what we know now, we would not have had the courage to give it to the world; because a pioneer in this world became the butt of ridicule, slurs, criticisms, ungratefulness, etc.

It was during these early formative years we FOUND OURSELF by laying a solid foundation for our future life.

These points are mentioned to prove that what any man makes of his life depends upon what he puts into his use of his time. Many complain they CAN'T get anywhere. It's because they DON'T build themselves into what they want to do.

You may say and many have said we don't know what a field practice is — how to build one; how to hold one — we have never had actual experience in how to talk to sick people to hold them; what to do to get sick people well, etc.

In our *seventeenth* year, we had a practice of more than 150 patients per day, at \$1.00 each, in Belington, West Virginia. At same time we were running that business, we were also running another practice in Davenport, paying \$175 per month rent here.

In West Virginia, we rented an empty lodge room over a grocery store. Local medical men, bolstered by County and State Medical Associations, were determined to run us out of town.

Medical men wrote and published bitter tirades against us, signed "BY ONE WHO KNOWS." When the fight became bitterly

unfair, which we were not permitted to buy space to answer, Senator Elkins came to our rescue with articles signed "BY ONE WHO KNOWS NEITHER." We received anonymous letters threatening our life.

They rented rooms from under us, put us out on the street. We couldn't rent rooms in the town. We rented rooms in a farm house of one of our patients, on the edge of town — empty rooms — all we had to equip them with, professionally, was a suit case adjusting table.

Then was when we learned our FIRST great lesson, that understanding of THAT OLD TIME PHILOSOPHY and ability to deliver THAT OLD TIME PHILOSOPHY was the greatest "psychology" in building a business; greater by far than diplomas on the wall; greater than gorgeous equipment; greater than fine clothes or furniture; greater than high-sounding professional words or phrases.

We couldn't rent a bus to bring patients to the farm. We bought a team and bus and hired a patient to run it, to gather them daily and bring them out to us.

Newspapers would not sell us space, but they got free space to write against us. We wrote, edited, and had printed a small newspaper of our own, in another city, and distributed them ourself, from house to house, at night, and were arrested for peddling without a license.

We moved from Belington to Kerens, and then to county seat at Elkins, where we rented main floor of hotel.

The fight grew intense, but we carried on. It's a long story, and it continued for six months.

Going to West Virginia is an incident worth telling: A patient came FROM Belington TO Davenport. He was sick. We did something, some place, some way, unknown then or now, and he got well. He came on a stretcher, given up to die. He went home walking, alive, having gained forty pounds. His was an objective case; a walking advertisement.

When asked WHERE he went, WHAT he did, he kept his mouth shut; handed them our booklet containing our face on front page, containing the phrase, "A spot of ink makes millions think."

Case after case came here from there, because he kept his mouth shut; because the book told more than he could. At one time we had sixteen cases here, from there. Each kept saying: "Come to Belington and you will have more than you can do." That was an old chestnut — the bunk about "You cure ME and I'll fill your office."

The more that came here, the more we became convinced it might be true. We went, merely to look the field over and see if what they said could be so. It was announced in the paper, in advance — the road, train, and hour we would arrive. Believe it or not, the train on which we rode into town was FILLED with patients. They had our books; they recognized us; they wanted to begin talking then and there. We told them to wait until we decided whether or not we were going to stay.

The depot was CROWDED with everybody in town — more patients, we were told.

Our earlier patients had reserved our rooms in advance. A procession followed us from depot to offices. Within fifteen minutes, we were at work, adjusting as fast as we could, in and out, early morning to late at night.

Undoubtedly, some of you have had similar experiences. We are not concerned in telling you this, but it is vital that we ask these questions:

Who were we? A boy of seventeen, with a Hitler mustache. Who were we to create a human tornado of this magnitude? What did we know, having been expelled from high school the first half of first year, never to return? What did we know about vertebral column, vertebral subluxations, vertebral adjustments, chemistry and all these so-called "necessary" subjects it has been suggested we now should know all about? What did we know about Chiropractic, when it was but thirteen years old — long before meric system, majors and minors, X-ray, NCM, etc., were yet born?

The reality of that trip, with its persecutions, made us find ourself. We learned what our GREAT objective was. We then and there became an adherent to a principle and practice which has never changed from then to this very hour.

All we knew was that we had lived in, basked under, and were saturated with THAT OLD TIME PHILOSOPHY, having listened to our father preach it, anywhere, everywhere, to everybody, in his office, on the street, anywhere anybody would listen. He talked about vertebral subluxations and he taught us a crude method of adjusting them by hand only, AND WE BELIEVED EVERYTHING HE TOLD US AS GOSPEL TRUTH. We went forth as a disciple, on highways and byways, to deliver HIS message to the sick — and got many of them well!

All we knew was THAT OLD TIME PHILOSOPHY, but we delivered it well!

What was *it* that spurred *us* on to fight the good old fight? What was *it* that gave *us* — a lone Chiropractor, when Chiropractic was

unknown — a boy of seventeen — the courage to fight M.D.'s and finally the State Medical Society, alone and unaided? What was *it* that made us fearless of arrest for practicing without a license; where we dared them to do so, and hoped they would? What was *it* that finally brot U. S. Senator Elkins to our rescue when the fight became manifestly one-sided and unfair?

It was **THAT OLD TIME PHILOSOPHY** that Chiropractic was right; that it was a service needed to sick humanity; that sick people had a right to get well; that Chiropractic would get them well; that we were a Chiropractor capable of getting them well; that we were doing it, and the public knew it, and therefore demanded our service.

Neither they nor we **QUIBBLED** over whether we dotted our i's, crossed our t's; whether our hair was long or short; whether our necktie was full and flowing or short and tied in a knot; whether we were seventeen or seventy; whether we adjusted sacrum, dorsal, or atlas and axis; whether we correctly used the left or incorrectly used the right hand.

THAT OLD TIME PHILOSOPHY convinced us there WAS a vertebral subluxation which got them sick; that we were capable of and could and did adjust those vertebral subluxations and got sick people well.

What more was necessary?

You can say, and many of you have said, that we have been and are sarcastic; that we are insolent, domineering and insulting; that we are egotistical and conceited; that we insist upon one man's opinions, even to forcing them by law; that we go out of our way to prosecute Chiropractors if they don't see eye-to-eye with us; that we will rule or ruin; that we ruthlessly force our opinions, theories, and methods upon the profession, willy-nilly; that we will yield nothing to anybody except ourself.

You call us money-mad, even to forcing instruments upon the profession at expense of the profession.

You say we take everything, giving nothing in return.

You think of us with horns, split tongue, and spiked tail.

You think of us as a rich aristocrat, gone high-hat, won't speak to you common fellows in the profession.

You have said we are unreasonable in our demands of Chiropractors; that we are severe in what we expect of others, etc.

Maybe half of this is the result of natural conditions over which

nobody had any control. Maybe the other half is the result of a determination to circumvent conditions established by the first half.

Let us see WHAT we are:

Father — a Canadian backwoods man, one of four boys and four girls; rough, gruff, highly educated in a self-taught school of hard knocks.

Mother — a Creole; cross between Spanish and French. Louisiana. A cultured, refined lady of the South. Before the Civil war, owner of a plantation; owner of nine hundred slaves.

We — cross between the two — a conflict of dualities of natures — sometimes one predominating, sometimes other.

Father hated music. Mother loved it. We love it.

Father hated liquor. Mother had toddies in bed in the morning. We never touch it. Behind this is a story of an almost lynching of D. D. Palmer when we were 1½ years old.

Our names are enough to praise or condemn either of us.

DANIEL DAVID Palmer. DANIEL was thrown into the lion's den and they didn't eat him because he had too much backbone. DAVID was a little fellow but he slew Goliath with his sling and pebble. A PALM-ER was one who tended palm orchards.

BARTHOLOMEW JOSHUA Palmer. BARTHOLOMEW was a war-like son. JOSHUA made the sun stand still. And we, too, nurse figs and dates, some of which go to market, some of which rot on the ground. Some seeds are fertilized by you and reproduce others like you.

Our life is a constant conflict of many conflicts multiplied by one constant father with a mother and five step-mothers.

Until we were twenty, we had five step-mothers, each worse than one before. Father was so busy with the development of Chiropractic that he hardly knew he had two daughters and one son. He turned us over to the mercies of his wives, the last of whom was either a morphine-doped crazy brute when she didn't have it; or she was an angel when she did.

The domestic problems of our private family were harrowing. Nothing could be gained by any repetition of any large part of it.

It is reported derisively from coast to coast that we have a curvature. We have — a bad one! Who put it there? A cruel father and a worse stepmother. We never went about parading our deformity, our aches or pains; neither did we put on public display our inner sufferings.

When just a kid, we were driven from home to escape sufferings. We slept many a night in dry-goods boxes, open face against the wall, curled up in paper shavings to escape zero weather; or, by boilers of boats on the river; or under some sink in some hotel kitchen. We were an alley-cat and wharf-rat — and this in Davenport.

Our father ran an infirmary, as a magnetic healer; forty-two rooms; ran as boarding house. He had his private table in the dining room, but we kids had to eat in the kitchen with the colored help. They sat down — we had to stand up to eat. They had pies, ice-cream, puddings — we got none.

Later, when we began working in a department store at \$3.00 per week, we used to steal out five cents once a week for a bag of peanuts. No wonder, today, we rarely eat pie, ice-cream, puddings. We have a hatred for the stuff.

It was while we were practicing in Manistique, Michigan, we received a wire to come home. We came — to find father had sold everything subject to sale, to a second-hand man. He was behind in rent, \$175 per month for six months. He ran up bills until credit would be extended no longer. He borrowed all money he could — was about \$8,000 in debt. We arrived in the morning. He turned over this defunct bankrupt business to us. That night he skipped for California. He advised us to do the same when we got \$200 together. The landlord said he was going to California and would put father in prison for jumping a landlord debt. He already had one man in prison in Iowa, for jumping a lease. He could have put father there.

We counseled with an old lady, for advice. She said: "Do right, my son, because it's right to do right." We asked the landlord for an opportunity to assume that business; we would clear all debts, given time. We begged merchants the common right of decency to let us build back this business. The landlord said: "What can I expect of you? You're all out of the same litter of pups!" And this reflected the universal sentiment of Davenport. All this was common knowledge, common talk, in homes and to men on the Davenport streets.

When we made a go of it, cleared off all debts, had business up and going, father returned and we gave him half, taking him into partnership. Again, he scuttled the ship and ran away, leaving us holding the sack. Third time he returned, begged to be taken in. We took him in and gave him half. Third time he scuttled our ship. Third time he ran away, leaving us holding the sack. Fourth time he returned, we had had enough!

Then came that unpleasant, disgraceful episode in which we were accused by Chiropractors, tried by Grand Jury for murder in the first degree. Three times the issue was presented before our Grand Jury, with no true bills. (See *With Malice Aforethought*, Volume XXII, Palmer, 1949.)

With these domestic family horrors building as our background for twenty years, no wonder we were ostracized by every secret order — private, civic, and commercial clubs refusing us membership in Davenport. No wonder we were not respected by business men, bankers, etc. At one time only ONE business man in Davenport had the courage to be openly seen with us in public places. (Later, when HIS business failed he became a Chiropractor, with our compliments, and made a big success until he died. It was as little as we could do.)

With these domestic family horrors as our background for twenty years, we were hard at work trying to overcome simultaneously the double load of the professional prejudice as well as being called a fake, quack, imposter, a kid healer.

Why did we suffer these privations, tortures, degradations, humiliation, year after year?

Why did we fight poverty, desire wealth, demand professional respect; struggle to attain scientific legal recognition?

Why did we build a right, big, broad, and strong Chiropractic foundation that Chiropractic might endure down thru the ages?

Why did we struggle to climb out of alleys and gutters, to build the alley-cat and wharf-rat into a man?

Why did we amass property, build buildings, equip them?

Why did we write a library of our findings, right or wrong, as they might prove to be?

Why did we dig deep for a stable solid foundation for Chiropractic?

What was IT which, when but a boy in his teens, gave us cosmic urge to purge ourself, purify the stream of thot and action; to work tirelessly and without regard for self; to drive ourself on; to work eighteen hours a day, three hundred sixty-five days a year, for eighteen years, without rest or vacation, until we had a break-down and then took a "rest" by going to Pass Christian where we lay out in the little house at the end of the walk over the gulf, dictating 100,000 words a day to a reporter, while flat on our back?

Why did we force ourself to live in Davenport against super-human monumental odds, when we could have easily chucked it all?

Why did we beg the landlord to let us salvage the wreck and pay the bills?

BECAUSE our father WAS the discoverer of the greatest human interest and human-service principle any man had yet discovered of service to man;

— BECAUSE we had placed our father on a pedestal as THE DISCOVERER OF CHIROPRACTIC and we were not going to permit anything or anybody to tear him down FROM that pedestal. It would have placed a strain and a disgrace forever upon the escutcheon OF CHIROPRACTIC, had history recorded that our father had been sent to prison for jumping a landlord's lease;

— BECAUSE it would have been nothing short of a crime had the son not come to the rescue and saved the father; had history recorded that we had not done our CHIROPRACTIC duty to our CHIROPRACTIC father by saving him from prison if it were humanly possible for us to do so;

— BECAUSE there was nothing and no end to which we would not subject ourself and others, to save, preserve, defend, and develop that which he had given birth;

— BECAUSE we wanted to recapture a respect for the name PALMER — not only in Davenport, but in the world; to build it back to the honor of the man who had disgraced it;

— BECAUSE we wanted to establish a scientific respect for CHIROPRACTIC — not only in Davenport, but the world — and the best way this could be done was for the son to establish the father's principle into a SCIENTIFIC practice;

— BECAUSE it is the trials, troubles, tribulations, cruelties, and hardships that build background behind men which make them what they are, and give them future outlook on human behavior. Background either makes men hard, cruel, bitter, or softens, makes them kindly, and sweetens ideas and methods;

— BECAUSE it was these trials, troubles, tribulations, cruelties, and hardships which determined us to fight Chiropractic through primarily for its own sake; secondarily for the redemption of the name of its discoverer, to re-establish him in the minds of men against things he did to tear down his name in the minds of men. No wonder we skimped, scraped, and saved to do things we had laid a goal to do — redeem the name PALMER and save CHIROPRACTIC for the world;

— BECAUSE it was in DAVENPORT Chiropractic was born; it was in DAVENPORT it must be developed; it was from DAVENPORT we ramified it to all the world; for DAVENPORT was THE CHI-

ROPRACTIC FOUNTAIN HEAD, and DAVENPORT must ever remain that FOUNTAIN HEAD OF CHIROPRACTIC;

— BECAUSE to attain any or all of this we had to overcome within ourself what the first twenty years had builded into us by way of cruelty, subtlety, deception, hatred of mankind; bitterness to everybody and everything;

— BECAUSE, ever since, we have been developing a man out of the wreck of a broken-down kid;

— BECAUSE as we worked and sacrificed to one ultimate end, so did we want everybody else to work and sacrifice with us to same end; and possibly it was because of all this we would tolerate nothing short of its attainment, and became intolerant of any who tried. Maybe any and all of this — what we did and the way we did it — was wrong, but we thot it was right then and we still think the end desired justified attempts at means used;

— BECAUSE we had the early conviction in those early days that the vertebral subluxation was not only THE, but the ONLY cause of all that which was holding mankind down mentally and physically; that its correction would uplift and build a race of improved mental giants and reconstruct physical bodies so they could fit into the struggle for natural existence with a smile on their faces;

— BECAUSE time has strengthened and deepened those convictions; therefore never did we deviate one second or one thot from THAT OLD TIME PHILOSOPHY which attempted to make those objectives an ultimate reality.

Our time was spent overcoming our handicaps; developing ourself, in spite of, rather than because of what we were constantly going thru.

We have never set requirements for others which we did not first fulfill ourself. We have never asked of another that which we could not do ourself. We have been severe in what we expected of others, but we also have been more severe with ourself first. We have not been one to sit back and ask others to do what we could not ourself.

Today we belong to every secret order we secretly desired to belong to, going as far as we can go.

Today we belong to every civic, commercial, and country club we were formerly kept out of.

Today we have every honor city or state can confer.

In spring of 1942, Ralph Evans, a member of our PSC organization, was elected President of DAVENPORT Rotary Club. In

spring of 1942, William Brandon, another member of our PSC organization, was selected and invited to be President of the Davenport Chamber of Commerce. In spring of 1942, Dr. B. J. Palmer was selected and invited by Davenport business men, as the outstanding business man, to become Davenport's mayor. The latter two declined these honors because of other work more important.

What greater honor could ONE Davenport business organization have than that THREE of its members, simultaneously, be elected to highest positions in the three outstanding Davenport business organizations, composed of Davenport's outstanding business men?

We were commissioned Lieutenant Colonel on staffs of three Iowa Governors. We were solicited to serve as Governor of Iowa in 1940. On September 18, 1948, we were invited to ride on President Truman's train. Even though he is a Democrat and we a Republican, we had breakfast in his car and lunch with him at noon. We were the host to 110,000 people at our WHO party.

Today we own property, clear of all encumbrance. At one time we borrowed \$365,000 from one bank, without mortgage, signature, or collateral of any kind.

At the beginning of the turn in the road, we turn over, in trust, as a trust, as a heritage to our generation, to OUR son, all WE own, to perpetuate Chiropractic. He turns over, in trust, as a trust, as a heritage to HIS generation, every thing HE owns, to perpetuate Chiropractic. The three of us have formed a trust to carry on after WE pass on; we to perpetuate what OUR father gave us; Dave to perpetuate what HIS father gave him; HE to perpetuate that which HE receives.

Not only have we sacrificed everything while we lived, to develop, defend, and preserve Chiropractic in its purity for posterity, but we have now set up a trust agreement that we might sacrifice everything to the same end, after we have passed on.

(During the years 1945-1948, wherever this talk was presented at conventions, we took pride in announcing to our profession what has just been stated. "Trust agreements" herein mentioned were executed in the spring of 1945 by three of us. They were so set up that in the event something should happen to any one of us three, his or her worldly possessions were to be equally divided between the remaining two. The intent and purpose of these voluntary agreements were to keep our organizations and institutions intact, to perpetuate them and Chiropractic. Without saying anything to the first party — B. J. — or notifying him of any change,

third party — Dave — broke that trust agreement in the fall of 1945. His worldly possessions were deeded to fourth and fifth parties. In fall of 1946, second party — Mabel — secretly broke her trust, deeding everything to third, fourth, and fifth parties — Dave, Agnes and Bonnie. In fall of 1948, with full consent and knowledge of third, fourth, and fifth parties — Dave, Agnes — second party — Mabel — executed another will going way beyond the scope of the first secret will of the fall of 1946. Meanwhile, not knowing of any of these broken promises and agreements, first party — B. J. — kept his trust agreement intact. In all these broken trust agreements, between 1945-1948, we knew nothing of them until death of second party — Mabel — and reading of will. Learning it was no longer the intent of second, — Mabel — third, or fourth parties — Dave and Agnes — to keep their pact in the interests of a preservation of the Palmer interests as they tied in to preserve Chiropractic, we no longer found it advisable to keep ours.)

This causes us to reflect on our P.S.C. teaching staff:

Otis Cronk gave Kenneth Cronk Chiropractic.

A. B. Hender gave his two sons, Bob and Herbert, Chiropractic.

Herbert Hender gave his two sons Chiropractic.

Chet Chance gave his two sons Chiropractic.

B. J. gave his son, Dave, Chiropractic.

Wherein lies the faith and confidence in the future of Chiropractic? Those who would let it die with their passing; or those who would (?) perpetuate (?) a trust (?) to have it carry on?

Today, THE NAME OF PALMER is respected IN DAVENPORT.

Today, CHIROPRACTIC is respected wherever its name is known.

Then, the only stable guide we had was: the CHIROPRACTIC PRINCIPLE was right; the CHIROPRACTIC PRACTICE worked. We were the medium to keep on keeping on, giving it to the world — and WE DID KEEP ON KEEPING ON against all odds, no matter what kind, from where they came, or how big they were. (This has also been true since the broken trust agreements.)

For the first time, after fifty-four years of crowded professional life, we have surrounded ourself with a competent staff who lighten our burden of detail. We can and have taken time out to look down from the hill into the valley; to detach ourself; to look into minds and eyes of others; to see intimate happenings as they touched you.

Maybe we WERE guilty of some or all of the things you called us and said about us, but we hope you believe that we were sincere,

honest, did what we thought was right. We hope you believe our head, heart, and hand were dedicated and consecrated to this gigantic job we had ahead some of which is behind us. We fought insistently, persistently, and consistently for prior arts rights of Chiropractic; for rights of Chiropractors to scientifically and legally practice Chiropractic. Our crime, if that be a crime, was not one of omission of fighting for LESS Chiropractic, but one of commission of fighting TOO MUCH FOR Chiropractic. If that be a crime, let time judge its weakness or strength so far as it affects rights of the sick to get well.

It is said we are not tactful; we are not a diplomat. It is too bad we were not — but now you know why we were what we were, and what we still are now in 1950.

Today, we are prepared, in the light of maturing influence of reflection and retrospection, to apologize for the unnecessary hurts we might have brot to men's feelings; for bruises we might have brot to other men's hopes and ambitions. What we did THEN was a sufficient reason and motive THEN. THAT Chiropractic reason and motive STILL survive. So long as that reason and motive exist, we must carry on NOW the program started THEN.

We began practicing, as a field practitioner, calling ourself "Doctor", when seventeen years of age. That's why we grew a mustache and beard, never having shaved, because we wanted and needed age appearance value to offset the handicap of youth.

We started at Lake City, Iowa; then to Kerens, Belington, and Elkins, West Virginia; then to Traverse City and Manistique, Michigan. Upon leaving each location, we turned it over to a graduate. Part of that time, we were running father's defunct business here.

What was IT that gave us — a boy of seventeen — courage to proclaim ourself a DOCTOR? What was IT that gave us urge and shove to pit ourself against medical men, legal trials of practicing without a license; made us fearless in getting sick people well upon whom others had failed? What was IT that made us face the world with unflinching head, heart, and hand? Nothing but that feeble slender thread of knowledge — conviction, that THAT OLD TIME PHILOSOPHY which rammed a ram-rod up and down our shivering backbone, gave us courage to keep on keeping on.

Did we know then what we know now?

Did we have more experience then than now?

Were we as efficient and accurate then as now?

Obviously, NO! But we DID KNOW that somewhere in that backbone was a vertebral subluxation and it caused disease; and if it was adjusted the sick got well.

We adjusted up and down the backbone, knowing that we *accidentally* adjusted more vertebral subluxations and got more sick people well than any medical man could by treating symptoms on the belly-side of cases.

We knew we could take HIS failures and get more well than he could.

That knowledge and ability, crude as it was, justified our right to fight to get sick people well.

We testified, as expert witness, for years — traveling many thousands of miles — in police courts, district courts. Our testimony has gone before many Supreme Courts. We have testified in defense of THAT OLD TIME PHILOSOPHY in every State in this Union, in every Province of Canada. We have been instrumental in defending Chiropractors in more than 18,000 cases.

We appeared before many legislatures, in many States, defending the right of the Chiropractic OLD TIME PHILOSOPHY and defending rights of Chiropractors to develop, defend, and preserve THAT OLD TIME PHILOSOPHY of our father, laid down by him in 1895. We have never yet had our testimony repudiated when adjudicated by Supreme Courts.

Regardless of varying constructions, we ALWAYS, in EVERY CASE, have been found on the side protecting, defending, and preserving CHIROPRACTIC. Sometimes we had to go thru back door to front of house to do so, when we found some of our people sneaking in the cellar door of a medical man's house.

We were instrumental in helping build the U.C.A., the C.H.B., now the I.C.A. that those interested in Chiropractic might combine common interests into an organization of men, of money, and interests. Why? That THAT OLD TIME PHILOSOPHY might pass down thru ages as a priceless boon to sick humanity and deliver what it was conceived to deliver.

We have been grilled, roasted, cross-examined by the best and ablest prosecutors on the North American Continent. Once, we recall, we were on the stand for eighteen consecutive hours with no time out for a seventh inning stretch. We have never been broken down. We have faced contempt of court more than once. Why? Because we played baseball on *our* diamond; because we never varied or wavered, one line, from THAT OLD TIME PHILOSOPHY.

It has been said we are a fighter, scrapper, would rather fight than eat. This is anything but true. We are naturally peaceful, retiring, modest, unassuming, a likeable and lovable person to know; would rather get sick people well than fight.

Where, then, do we seemingly earn that reputation? Suppose you had something you prized more than life, and a group of people were everlastingly trying to steal it from you or your family — what would you do? No matter how fine a fighter you were, would you lie down and let them take it? No matter how much a pacifist you were, would you fight to retain its ownership?

For fifty-four years, as a pacifist, we deliberately trained ourself to fight, to protect and defend Chiropractic and Chiropractors. Days before the trial, we manufactured ammunition, getting mental guns in perfect trim. The days of battle, we were fighting, directing our army, keeping witness-soldiers in line. As a general on the field, we led forces into the fray, directing maneuvers in front-line trenches. Win or lose, we came home keyed up with fight in our system.

Next day, at home and in class room, we were supposed to be a chameleon, become the angel with spotless white wings, wear a smile, be at peace with the world, lecture on peaceful pursuits — “if he smite you on one cheek, turn the other; do unto others; be the Good Samaritan.”

We were out fighting your battles for you and were condemned by you when we came home in a fighter's state of mind. Instead of appreciating what we were doing FOR you, we were criticized BY you for what we were.

Unless man be a hypocrite, he cannot be a saint one day and a sinner the next; be a warrior on the battlefield one day, and a peaceful farmer tilling mental soil the next. We were not a hypocrite, we often returned home, entered class rooms, crabid, cross, irritable, snappy, on edge. We were said to be sarcastic, unreasonable, thotless, giving little, if any, consideration to others.

It was all true — but THAT WAS NOT OURSELF; it was the substitute fighter we builded; the artificially created man; nor could we ever get away from this other fellow because we were fighting cases ALL the time, everywhere, in those days.

In the good old days of the UCA, when we won 85 per cent of our cases in courts — 21 years we held the profession in check; we directed their legislative activities. We licked 28 State legislatures. Only 1 State ever closed against us. Why? Because we never wobbled in evidence, in testimony, in trials, from THAT OLD TIME PHILOSOPHY.

Chiropractors of Iowa introduced Chiropractic Practice Act in 1906. It was directed under our leadership for an exclusive Chiropractic bill, or none. We were offered amendments galore, and refused all. The bill was dead-locked in House and Senate Health Committees. Medics and Chiropractors refused to yield. We preferred going without, to selling out for a license.

It was suggested, on LAST day of session, a joint conference committee be agreed to. Chiropractors took the bill out of our hands, and agreed! Joint Conference Committee, of House and Senate, including Medical and Chiropractic Legislative Committees. Chiropractors were willing to give away their shirt and socks for a licence. Medical men SAVED US by refusing to yield on *any* point.

While this conference was on, we went to the Rotunda of the State House, almost fainted, were caught as we were falling over the railing to pit below.

If Chiropractors had had THEIR way, Chiropractic would have been murdered that day in Iowa — which would mean that it was dead around the world.

It was our strict adherence to these tenets which won us public acclaim of press, courts, sick people, lawyers, Chiropractors; and which won decisions by thousands.

Tom Morris, he of blessed memory, was fearless.

Rochester, New York, in Keene case, he refused to be bullied by Tammany.

Brooklyn, Iowa, Pud Wilson trial — arrested for practicing medicine without a license.

Iowa medical statute said then, and still says, "Anyone who publicly professes TO CURE OR HEAL is practicing medicine without a license." Pud was charged with "publicly professing to cure or heal." As his own witness, Pud stuck to THAT OLD TIME PHILOSOPHY; he went around the circle, refused to admit HE cured or healed, but INNATE healed and cured.

What IS the "circle"?

Q. When a patient comes into your office, what does he come for? A. To get well, healed, cured.

Q. What do you do to get him well, healed, cured? A. Nothing.

Q. Then what DO you do? A. I ask him to undress so I can see his back.

Q. What do you want to see his back for? A. To palpate him.

Q. What do you want to palpate him for? A. To locate his subluxation.

Q. What do you want to locate his subluxation for? A. To know where to give an adjustment.

Q. What do you want to give him an adjustment for? A. To open the occlusion.

Q. What do you want to open the occlusion for? A. To release pressure upon nerves.

Q. What do you want to release pressures upon nerves for? A. To restore transmission of mental impulse supply between brain and body.

Q. What do you want to do that for? A. To get mental impulse supply to periphery of nerves.

Q. What do you want to do that for? A. So he can get well; get rid of his sickness; be healthy.

Q. Then, what does he come to you for? A. To get well, healed, cured.

And so on, ad infinitum, ad nauseum, with THAT OLD TIME PHILOSOPHY, around and around, again and again.

We, too, as expert witness stuck to THAT OLD TIME PHILOSOPHY — WENT AROUND AND AROUND THE CIRCLE, AGAIN AND AGAIN. Judge and prosecutor got vituperative. We refused to yield. Judge and prosecutor wanted Pud and us to admit that WE, as Chiropractors, CURED AND HEALED sickness IN bodies of patients. That was Innate's job, not ours. Pud and we refused to budge from THAT OLD TIME PHILOSOPHY and that's why WE WON our case.

THAT OLD TIME PHILOSOPHY, laid down by D. D. Palmer, in 1895, broadly said:

Innate is an inherent, internal, always present, intelligent force that takes possession of new-born babe at birth; is in body all during life; is sufficient unto all body needs; and leaves that body only at death. It is always willing to keep the body alive and healthy; and if body is sick and below par, it is there ready and willing to rebuild body back to health and par IF IT CAN GET THRU.

This OLD TIME PHILOSOPHY is right or wrong.

If right, then Chiropractors have everything to rely upon, following adjustment, which will get sick people well.

If right, then Chiropractors don't need to, or can't look to external drugs, external heat, light, treatments of effects, etc.,

stimulation or inhibition, or modalities, to give or add something FROM outside TO inside to "increase" internal power.

If right, then Chiropractors know YOU CAN'T increase it from outside.

Given natural air, food, water, and rest, which comes without effort or thot on our part — Innate does all the rest.

To us, THAT OLD TIME PHILOSOPHY is gospel, true, a fundamental. It is knowledge gained by conviction of THAT OLD TIME PHILOSOPHY, THAT INNATE IS INTERNAL; THAT INNATE DOES CURE: THAT INNATE IS READY TO CURE, which drives a Chiropractor on and on to know what happens ONCE ADJUSTMENT IS GIVEN; that drives a Chiropractor on and on to know you don't need treat symptoms, prescribe drugs to get sick people well. LIFE AND HEALTH ARE WITHIN. Nothing is needed from without.

It is knowledge gained by realities of activities of THAT OLD TIME PHILOSOPHY which closely cleaves the demarcation line between what Innate does AFTER an adjustment, and what some seem to think "necessary to do" to treat, prescribe, and "aid Nature."

It was a heroic undertaking for a kid nineteen years old to start out in life to get from under this big debt and carve a future for Chiropractic that was destined to become world-wide in saving millions of lives.

We had to assume a broken-down bankrupt business; a heavy debt; a deserted, forlorn, denied, and ragged Chiropractic movement.

So long as we rented, business men thot we, too, might pick up and skip our lease. Remember — they said we were "all out of the same litter of pups."

To prove our honest and sincere intentions, we decided our future could be permanently established if we would anchor ourselves by buying property. We bought 828 Brady from a skin-flint who sold us a cut-throat mortgage around our necks. We paid it off years before it was due. We outgrew 828 and bought 834 Brady — next door. We paid that off years before it was due. We kept buying property after property, and built building after building. Each new property we bought, we paid off before it was due. Each building we built, was paid off before IT was due. This built our credit, proved our business acumen, and after many years rebuilt the

name, Palmer, in Davenport, proving to Davenport that Palmer had no intentions of pulling stakes and running away.

Today you know what we have and how they are being used.

In those early days of struggle, we housed, roomed, boarded our patients, student body; had our class rooms, offices, kitchen, dining-room, etc., all in those buildings.

From time to time, we tore out partitions; built lean-to's; shifted departments from here to there, to make room. There wasn't a week we weren't shifting or moving something, to make room or rooms. We spent more than enough money to build several buildings, if we could have had it all at one time.

It was fortunate we could not look forward and see what was in store for us, by way of physical discomforts, financial hardships, mental humiliations, fierce legal struggles.

Our first class room was in the basement of 828. When it rained, water was inches deep on the floor. We set boards on bricks to keep feet dry. We went down into this class room thru a trap-door in floor of clinic room. Because we had a show-case with skeletons in basement class room, people believed and said we killed them upstairs where we adjusted them, took them thru trapdoor, and hung their skeletons downstairs in class room.

It was our first public lecture hall. It seated forty people, when packed, as only we could. At 828, we lived in one room. It was there Dave was born, under turbulent fighting conditions.

None but those imbued with inspired fire of do or die for what they hoped would be a worthy cause, would wash dishes one hour and teach a class in Chiropractic another; fire a furnace one hour, and direct a clinic and adjust patients the next; scrub floors and wash windows, as well as dream great dreams, surrounded by adverse boarding house conditions, and work like a beaver to make them come true; write an article, and supervise tearing down a partition; travel for The UCA, as a witness, and come home to catch up on work.

Sunday was the "day of rest", but there was no Sunday.

Then came that huge wooden shack we built behind 828 and 834 Brady. We thought that should hold our growth for years; we soon filled it to overflowing. We stuck a hot-air furnace underneath. Many a zero day we forced it to where we could smell wood

being charred. We lived in mortal terror of a fire which would have ruined everything we had sacrificed to attain. You say, "What about insurance?" Bless you, we couldn't afford it.

Somehow, we found minutes to discuss our problems and futures; to dream, scheme and help make them a reality.

In those early days of struggle, we helped wash and dry dishes; got up early and wrote articles; stayed up late at night working on research; between times taught classes, conducted a clinic, and taught budding Chiropractors the little we knew about Chiropractic.

A trifle later, came the purchase of the mansion at 808 Brady, with horse-barn in the rear, with horsey odor, with hay-racks and oats-bins upstairs, which we remodeled into upstairs and downstairs class rooms. Ventilation was poor — hot in summer and cold in winter.

Why did we keep on buying property, building better and bigger buildings — each a new struggle to get from under a debt — grounds, buildings, equipment, going hand-in-hand, year after year?

Why did we assume this responsibility, at which seasoned men quaked and feared, and struggle to carry in on to greater glories?

Because we knew Chiropractic had a future if we were big enough to carve it out and make it what it had a right to be.

Because we knew this lusty baby could become a he-man if the parents could be worthy of the kid.

Because we felt then, looking forward, as we feel now, looking backward — that Chiropractic is a worthy movement, destined to serve mankind, if the tree could be nurtured until our ideals came to fruition.

Why did we burn midnight oil, write many wrong theories and a few right ones; burn our human candles at both ends, at a fierce pace; refuse all society ambitions; refuse to be embroiled in social ladders?

Because we believed Chiropractic WAS and IS premised on a different, definite principle and practice; that it had a right to expand and develop along certain lines of that different, definite, certain principle and practice; that we could evolve from a high per cent of work with a low per cent of results, to a low per cent of work and a high per cent of results; that only the small group followed this program and kept up with the procession — grew as it grew, advanced as it advanced; that this privilege should be extended to the large group as well; that average Chiropractor

found himself in a mental-professional-financial-commercial conflict; that he is in a profession that wants to do business to get financial profits; that his mind conflicts between this and that to accomplish this objective; that he is convinced that he knows Chiropractic is right; that he does not know which practice to use to make the principle work to attain his objective.

Chiropractic is the issue, said we.

We dedicated and consecrated our lives to the thing — Chiropractic. We knew ultimate objective was to get sick people well. We knew it was Chiropractic that would bring this to pass.

We took it for granted our people would understand us when we developed Chiropractic to get sick people well. We forgot they were human beings who lived in a world of emotions, passions, and prejudices. We forgot that others, knowing less of Chiropractic than we, and knowing more of human beings than we, would prey and play upon those emotions, passions, and prejudices while we spent time reasoning a better Chiropractic. We thought they would take our deeds for our thoughts, keeping Chiropractic uppermost, as we were.

The minds of men, with spoken and written words, based on motives and objectives, can build or wreck futures of the world, including OUR profession and important part IT plays in mental and physical health in lives of millions of sick who need what we can deliver — IF we can.

Too often these motives and objectives are based on emotions, passions, and prejudices rather than logic and reason. 95 per cent of people are moved into action by emotion, passion, or prejudice. 5 per cent are promoted by logic and reason.

Recall Napoleon, Hitler, Mussolini, and Stalin. Recall, also, Lincoln, Jefferson, Wilson, Hoover, and Coolidge. Recall damage AND good each of these groups served.

If motive is sincere, objective will be constructive and all will benefit. If motive is bitterness, hatred, or revenge against an individual or institution, the objective is more destructive to a principle, practice, and profession than attacker or individuals attacked. If motive is based on logic and reason, and their effect upon the principle, practice, or profession involved, and its effect is the welfare of the right of the sick to get well, then all in the profession profit and gain in numerical, professional, and financial strength.

Our father's motive or objective in discovering the cause of dis-

ease was to get sick people well. His motive was not to build an educational bulwark which would prevent people getting well. All of us today are profiting from HIS motive and objective. Had HE built as some of us build today, we would not be here.

Our motive in developing specific knowledge of a specific cause of all dis-ease was to *step up* percentage of sick people getting well and to *decrease* percentage of failures.

Our objective in developing a specific correction for the specific cause of dis-ease was to simplify process, methods, and means of getting *more* sick people well.

Our desire was not to build a profession of men which would hedge and hem a knowledge and ability to keep people from getting well.

Had we built along other lines, not one of you could or would be here today, profiting from our motive and objective.

Our profession, and health service it has to render, will live or die in proportion as we keep our motives and objectives on these premises. If we ditch our motives and objectives on side-tracks, our profession will die. If we keep thinking along professional straight-line thinking, our profession will grow.

Everywhere, evidence is accumulating of a strangulation going on, produced not by friendly enemies — the medical profession — but by enemy friends in OUR ranks who have lost sight of how THEY got here, and WHY they came to have THEIR being amongst us.

Everywhere we see evidence of our decreasing numerical professional and financial strength (these present G.I. spurts are temporary shots in the arm. They are not founded on firm foundation).

Everywhere we see evidence of medical absorption, adoption, and adaptation of our professional principle and practice, under the guise of physiotherapy and mechanical manipulation.

The fault of this transition of OUR discovery and development into the medical camp lies in lack of vision of SOME of our people. We are too often prone to criticize others when we should condemn ourselves.

Many of you have thot, and some of you have said: We are now rich; we live in the lap of luxury; our worries are over; anything we want, we get; we do not now suffer privation and want; we have arrived now, our fame is assured, we can rest on our laurels; and more of that sort of comment.

What are the facts?

We are poorer today than ever before. Everything we have has been taken away from us. We need more today to keep going than at any time in our history. We are poor of necessities to keep on keeping on; we are rich in memories of things we tried to do. Thousands of Chiropractors live enriched as they struggle to serve; millions of years added to sum total of millions of sick lives.

We do not live in the lap of luxury. While we once earned dollars, today we bring in thousands; while we once owed dollars, today we owe thousands—scope of application multiplied as did its responsibilities. While we once worked eighteen hours a day, today we work thirty-six making each hour do double duty.

To be obsessed with ambition is to focalize thot, money, and action to its fulfillment.

To be obsessed with ambition is to know no fear, limit no time, go head-over-heels where ordinary people hesitate long and strong.

To be obsessed with ambition is to throw caution to winds, face the very jaws of hell, fight the devil himself, attack monumental jobs, do things the mass say cannot be done.

To be obsessed with ambition is to clarify ultimate thots, simplify actions, sacrifice personal comforts, letting the job be its own reward, and bring forth inward satisfaction of a good job well done.

Looking forward it appears we WERE obsessed with Chiropractic. Looking backward, it still appears we ARE obsessed with Chiropractic. Maybe that is why WE have made a success OF CHIROPRACTIC!

As to work, we have pushed back the horizon; we climb higher mountains and strive harder to do bigger jobs better.

Today we want fewer things, but the things we want are farther away and of far more importance. We want fewer things because we learned to discriminate between few things that work and many that don't.

Our worries, sufferings, privations, and wants are not physical any more; they are mental; because, as we developed and grew, we saw more worth while work ahead which brot greater realization of newer worlds to conquer.

Whereas, at one time we desired to convert Davenport, it finally became a desire to make our name known in Iowa; because of work done, it grew to encompass America; and finally our responsibilities took in education of Chiropractic and Chiropractors thruout a world. We included more territory with more work

ahead, learning better, day by day, how to handle and accomplish what we desired to do.

In those days we were so busy keeping heads above water; struggling to be worthy of our task; establishing ourselves in the community; establishing Chiropractic as a human service — that, as we now look back, we are certain we overlooked the vital question of methods of presentation.

We were so wrapped up in developing, preserving, and defending Chiropractic; in denying and denouncing any and all who professionally or legally denied and denounced it, that we are satisfied now, as we look back, that we *were making friends FOR Chiropractic and making enemies OF Chiropractors.*

Today, method of presentation has been given more consideration. We do not condone some things which have, like vultures, attached themselves and are called "chiropractic." We do not condone many things practiced in the name of "chiropractic." Neither do we condone some "chiropractors" in their professional, financial, or personal tactics.

But we do strongly and emphatically pursue the course of investigation, research, and what evidence reveals in what we have deciphered, are deciphering, and continue to discover by way of research, tests, and experimentation as the better way to accomplish the concept laid down in the Chiropractic principle and practice.

We do not close our eyes or blind our minds to research, tests, and evidence of work of others. We seek information and it comes to us in countless ways. If there is a better principle and practice, we want and need it. If there were better principles and practices, and we found them, we would get them if they were to be obtained; and, finding them, we have and do present them freely to the profession, that others may accept or reject as in their judgment they think best.

Many of you may say, as many of you have said, that we have little confidence in many men; we listen to but few; we won't take time out to hear what you offer.

In years past, we have worked with many obscure men; placed them in positions of responsibility; builded them up to positions of prominence; changed their ordinary to extra-ordinary importance; given them opportunities to develop hidden talents. And as long as we HELD THEM THERE, they STAYED THERE.

The time usually arrived when they thot they developed themselves; they were big and strong and needed no support from others; they would show the world they made themselves; they would go

forth and show the world THEY had ALL it ever did take or would take now.

We have helped build many men. One by one they have gone forth and thrice denied us.

Where are these men now? Back where they were when we picked them up — Loban, Edwards, Greggerson, Morris, Craven, Carver, Vedder and many others who were once known nationally, state-wide, or in school life.

We builded them as leaders, to help us carry on. They continued to be just that as long as *we* pushed *them*. They could lead as long as they *were* led; but when left alone their independence wasn't there. When left to OWN internal resources, they WERE NOT leaders.

Is it any wonder we trust few, when many we did trust were untrustworthy? They lived a while on impetus, and when that died they became mediocre. They went back into obscurity.

We have lifted up hundreds. We have had hundreds renounce us. Is it any wonder we CAN'T place confidence in many?

We have seen thousands of men come up out of ordinary ranks, became Chiropractors, become prominent, grow prosperous. Then they outgrew their leader who put them where they are. THEY became LEADERS and told their chief where to go. They flew high, wide, and handsome. Where are they now? What have they done to Chiropractic and Chiropractors?

Is it any wonder we CAN'T place confidence in many?

Up to 1895, medical men said all disease was caused by bad, impure, stagnated, hindered flow of blood.

Up to 1895, medical men treated disease by cleansing, purifying, thickening in the spring, thinning in the fall, stimulating or inhibiting flow of blood.

Why did they believe this? It was an ALIBI for ignorance and incompetence of a knowledge of THE cause and cure of disease.

Did D. D. Palmer ALIBI ignorance and incompetence with blood?

He affirmed that *nerve force flow* must be restored to normal quantity flow to cure any dis-ease.

Medical men fell back upon many causes, many cures; each disease with its own cause; each disease with its own cure. Medical men asserted a multiplicity of causes and cures too numerous to mention.

Out of this, grew a complexed, many years' study of multiplicity of causes and cures.

Medical men treated disease by trying to find which cause went with which disease; an exhaustless complicated study of years of each case. They would try this, try that, hoping to stumble on right cause and right cure for each case.

Did that theory and practice get sick people well? No!

Why did they believe any or all of this? Because it was all an ALIBI for ignorance and incompetence of a knowledge of THE cause and cure of disease.

Did D. D. Palmer ALIBI ignorance and incompetence with MANY causes and MANY cures?

- He affirmed dis-ease was single;
- diseases, as entities, were multiple;
 - dis-ease, as a condition, was single;
 - as entities, each entity had its own cure;
 - as a condition, there was one cure;
 - its cause was single;
 - its cure was single.

- He affirmed all dis-ease was caused by a vertebral subluxation;
- its correction rested on a vertebral adjustment done by hand only;
 - the cause was interference internally
 - its cure was restoration internally.

Medical men said, "Germs cause disease."

Medical men could not cure "germ disease."

Medical men killed germs, hoping to cure patients.

Medical men treated disease "caused by germs," which killed the patient who died cured.

Why did medical men fail? Because germs are scavengers to disease, not its cause.

Are diseases caused by microscopic germs? No!

Does that theory and practice get sick people well? No!

Why did they believe this theory and practice?

Because it was an ALIBI for ignorance and incompetence of a knowledge of THE cause and cure of disease.

Did D. D. Palmer ALIBI ignorance and incompetence with

"germs cause disease"? He affirmed nerve force flow *must be restored* to normal quantity flow to cure any disease.

Medical men said many diseases *were inherited* from parents.

Medical men could not cure an "inherited" disease.

Why? Because cause was in parent.

Did that theory and practice get sick people well? No!

Are diseases inherited? No!

Why did they believe this theory and practice? Because it was an ALIBI for ignorance and incompetence of a knowledge of THE cause and cure of disease.

Did D. D. Palmer ALIBI ignorance and incompetence with "inherited" diseases? He affirmed nerve force flow *must be restored to normal quantity flow* to cure any disease.

Medical men said cause of all disease is from OUTSIDE of man.

Medical men said cure of all disease is from OUTSIDE of man.

Are diseases cured by OUTSIDE modalities, methods, or means? No!

Did this theory and practice get sick people well? No!

Why did they believe this theory and practice? Because it was ANOTHER ALIBI for ignorance and incompetence of a knowledge of the INTERNAL cause and cure of disease.

Did D. D. Palmer ALIBI stimulation ignorance or inhibition incompetence as a substitute for vertebral subluxation interference and adjustment-by-hand of vertebral subluxation interference? He affirmed that nerve force from WITHIN must be restored to cure disease.

Medical men believe in EXTERNAL stimulation to inhibited function treatment; or EXTERNAL inhibition to stimulated function treatment, from outside to inside, by use of material agencies.

Are diseases cured by EXTERNAL stimulation or inhibition? No!

Medical men treat diseases by countless means and methods of EXTERNAL stimulation or inhibition; theory always remaining the same.

Did that theory and practice get sick people well? No!

Why do they believe this theory and practice? Because it is

ANOTHER ALIBI for ignorance and incompetence for a knowledge of restoration of internal flow.

Did D. D. Palmer ALIBI stimulation ignorance and inhibition incompetence as a substitute for THE knowledge of THE cause and cure of disease? He affirmed RESTORATION of normal quantity of nerve force flow *inherent in and resident within* the body was necessary to cure.

Medical men fall back upon ENVIRONMENT as a cause and cure of many diseases.

Medical men assert effluvia, miasma, cause disease.

Medical men assert diet, temperature, clean air, pure water, high altitude, etc., cure disease.

Are diseases CAUSED or CURED by environment, regardless of location or condition? No!

Medical men treated disease by trying to balance externally Innate's unbalance internally by changing outside environment.

Did that theory and practice get sick people well? No!

Why did they believe this theory and practice? Because it was ANOTHER ALIBI for ignorance and incompetence of a knowledge of THE cause and cure of disease.

Did D. D. Palmer ALIBI ignorance and incompetence with "environment causes and cures disease"? He affirmed that internal nerve force flow must be internally restored to normal quantity flow to cure any internal disease.

If a falling brick hits a man on head and accidentally causes a vertebral subluxation and creates dis-ease; if another brick, at a subsequent time, accidentally hits that same man on head and accidentally adjusts that vertebral subluxation and gets him well — that's THAT OLD TIME PHILOSOPHY.

If a man rides horseback and a low-hanging branch accidentally hits him on forehead and jerks his head back between his shoulders and accidentally causes a vertebral subluxation, and he becomes sick as a result; and if the same man falls off his horse on another ride and accidentally adjusts that vertebral subluxation and he gets well — that's THAT OLD TIME PHILOSOPHY.

If a man is accidentally injured in some way and he falls and gets a subluxation, regardless of where, and he gets sick as a result; and if the same man has another accident a second time, and his subluxation is adjusted, regardless of how, and he gets well — that's THAT OLD TIME PHILOSOPHY.

No matter *where or how* the concussion of forces enters to *produce* a vertebral subluxation; no matter *where or how* the concussion of forces enters to *reduce* a vertebral subluxation — that's **THAT OLD TIME PHILOSOPHY.**

If a man gets an accidental concussion of forces in the neck, and you believe it subluxates any other part of the spine, and the case gets sick; and then gets another accidental concussion of forces in the neck which you believe adjusts that vertebral subluxation at some other place, and he gets well, — that's **THAT OLD TIME PHILOSOPHY.**

Vertebral subluxations can be **PROduced** many ways.

Vertebral subluxations can be **REduced** many ways.

What matters it **HOW** they are **PROduced** or **REduced**, so long as they **ARE** produced and reduced?

That's **THAT OLD TIME PHILOSOPHY.** Why? Because, no matter how **PROduced** or **REduced**, it creates a vertebral subluxation and adjusts the vertebral subluxation, regardless of where you or we think it is or was — so long as **IT IS**, does exist, and is corrected — he was sick and now he is well.

You have your idea where it is; we have ours. The fact remains, he **WAS** sick and now he **IS** well.

You turn your left hand this way; we turn our right hand that way. You put your left foot backward; we put our right foot forward. You squint at a vertebral subluxation cross-eyed; we look at it perfectly focused.

What matters it, so long as both of us see the vertebral subluxation, locate it, adjust it, and the sick man gets well?

The objective is **TO PUT THE BALL IN THE HOLE ON THE GREEN.** That's **THAT OLD TIME PHILOSOPHY.**

If our specific is better and more nearly right, and more accurately and efficiently given, our worse cases will get well quicker than yours.

If your meric way is better and more nearly right, and more accurately and efficiently given, your worse cases will get well quicker than ours.

If our specific way is not better and is not more nearly right, and is not more accurately and efficiently given than yours, then our worse cases will not get well as quickly as yours.

If your meric way is better than ours, you will succeed where we will fail, and sooner or later we will be called to compare your

results with ours; *FOR THAT OLD TIME PHILOSOPHY HOLDS US STRICTLY TO ACCOUNT IN LOCATING AND ADJUSTING THE VERTEBRAL SUBLUXATION, WHEREVER IT IS, NO MATTER HOW DONE.* Time does not change *THAT OLD TIME PHILOSOPHY.*

Every man in business would like to drill holes in his back yard and "strike oil"; but oil is found only *WHERE OIL IS.*

Every Chiropractor in our profession would like to punch backbones anywhere or everywhere on patients, hoping to strike a subluxation; but a subluxation is found only *WHERE IT IS.*

Many a man has drilled hundreds of "oil holes", to find they were dry.

Many a Chiropractor has punched backs, only to find they delivered no results to patient-investors.

"Nature" will not put oil wherever man *WANTS* to drill holes.

Innate will not put a subluxation anywhere a Chiropractor *WANTS* to punch backbones.

If men will go *WHERE OIL IS*, they can drill *ONE HOLE* and strike oil — a gusher.

If a Chiropractor will go *WHERE SUBLUXATION IS*, give *ONE* adjustment, he will strike health to satisfaction of himself and patient.

There was a time when men "guessed" where oil was. They drilled hundreds of "dry" holes. Today, men use scientific means of ascertaining areas of oil. That's where they drill one hole, *FIND IT*, saving experimentation, expense, disgusted tempers, and failures.

There was a time when Chiropractors "guessed" where subluxations were. They punched many places several times a day. Today, specific men use scientific means of exactly locating where *IT* is. That's where they give one adjustment "strike an endless Innate gusher", saving wasted time, experimentation, expense to patient, and his disgusted temper and failure.

In last few years, we wonder if our profession has gone high-hat, Fifth Avenue, ritzy, Hollywood, eating only choicest, most tender leaves at very tip of top of tree of life. We wonder if we've been trying to ape medical profession; all dressed up in mother's wedding dress; putting on false airs. We wonder again if we're trying to

make ourselves think we are blue-blooded aristocrats so Chiropractors can play baseball on medical diamonds and thus hold social intercourse with medical teams.

We look backward and despise our humble but honest Chiropractic parenthood and birth; we disparage our up-bringing. We would like to ignore our Chiropractic schools that made us rich. The common scrub leaves on the body of the Chiropractic tree, which gave us birth and life a few years ago, are not choice enough any more. As a Chiropractic practitioner, it is sufficient to know that a case is sick, has a pain, and wants to get well. Anybody's money is good. You do not cull sick people and seek only high-school graduation pain, a college-course sickness; neither must he be a socially-prominent banker with sickness, before you accept him.

We wonder if, in selection of our school material, we have gone highbrow. You demand we build long school courses, take only high-school graduates, select only select student material "who you know will make good" — and so on; so we can close our schools, lock front door, fold up our profession for want of material to keep the nerve impulse flowing.

For years we have been accused of and censured for accepting students of various degrees of human values and building them into Chiropractors. We have seen a Heinrich Duerringer, Clara Aernie, and many others come here, who were short of so-called book-larnin', and they have become the back-bone of our profession. We have seen college and university men come here, who knew so much that wasn't so, graduate, go out and make dismal failures of doing anything for themselves or our profession with Chiropractic. We have seen many who knew less than the developer of Chiropractic go out and make millions well. We have seen many who put the developer of Chiropractic to shame, go out and fail to make anybody well.

And who is this developer of Chiropractic to whom you owe allegiance and fortunes? Has he more or less of education than many who sat at his feet?

It isn't what COMES INTO THE FRONT DOOR of our schools that helps or hurts our schools, profession, or Chiropractic; IT'S WHAT GOES OUT that counts. Give us *poor* material coming IN and *good* material going OUT, and Chiropractic will grow. Give us *good* material coming IN and *poor* material going OUT, and Chiropractic will fail. What IS "poor" or "good" material? Whether the school HAS "THAT OLD TIME PHILOSOPHY" to teach, and students GET "THAT OLD TIME

PHILOSOPHY" — THAT WAS WHAT MADE CHIROPRACTIC GROW YEARS AGO.

What are cardinals that make for Chiropractic success? Look over this gathering and we'll point to thousands who came, had little of what many think it takes, and look what they have done, and made of themselves. They are rocks of Gibraltar in their communities. They added millions of years to sick and dying people. We're proud of them. They helped place Chiropractic on the map, and KEEP it there.

Nobody objects to or resents invasion of all the higher CHIROPRACTIC education we can get. All of us know more ABOUT CHIROPRACTIC today than we did yesterday. More we know ABOUT THE CHIROPRACTIC PRINCIPLE AND PRACTICE, more practical and valuable we become.

But Basic Science Bills and Boards, Chiropractic State Boards, Chiropractic Associations, are directing us headlong into "higher" MEDICAL educational subjects, semesters, time, examinations, etc. It is THAT we resent; strenuously object to. It is that which is destroying one in favor of other.

Many of YOU might have been culled, and would have been refused admission by so-called highbrow standards asked for today by those who insist upon it, who have in themselves less than what they now require of others. You would have been refused opportunity to come, to learn to be a Chiropractor, to help Chiropractic get sick well.

We have hatched many an egg that was said to have been non-fertile. We have seen many eggs pronounced fertile refuse to hatch anything but a rotten egg. SINCERITY, HONESTY, LOYALTY, and a working knowledge of THAT OLD TIME PHILOSOPHY are cardinals that put Chiropractic where it is.

The Dear Old PSC is your pappy, mammy, grandpappy, grandmammy, great grandpappy and great grandmammy, either by birth or adoption.

Every Chiropractor, whether direct or second-handed, has nursed at that breast or sucked at the same teat. The more direct nursing was at that exhaustion fountain, greater the butter-fat content. All those who nursed direct had same food in common, same rich common denominator. Some chewed its milk, digested and assimilated, and have waxed fat and rich. Others played with the teat, spit it out as poison, grew thin and starved. Some got sick people well; others failed and went to mixing.

Out of same breast comes that which one individual will make into food, another calls unfit. Why? The nourishment was the same.

Success or failure is individualistic; it is not communistic. Out of a litter of kids, some will be good, others bad. Cause and cure of success or failure, good or bad, food or poison, are within the individual, depending on how he used what came from the community-parenthood.

Adjust subluxation in individual and you have automatically adjusted community TO individual, converted failure to success, bad to good, wrong to right, dis-ease to health.

Education, along all lines, is becoming alarmingly complexed. It is a cancer eating at vitals of simple understanding and simple capability. It is a growing monster denying constructive human service. As higher and higher education fails, year by year, majority think the way out is: (1) MORE education; (2) MORE complexed; (3) thinking THAT will solve educational incompetencies. It makes it worse! Practical thinkers and doers, who measure education in terms of successful accomplishments, oppose more education and more complexities; assert a firm necessity for simplicity in education.

Medicine is the MOST complexed subject because it FAILED MOST to get sick people well. As medicine continues to fail, more and more, year by year, majority think the way out is: (1) MORE education; (2) MORE complexed; (3) thinking THAT would solve educational incompetency. It made it worse! How well WE know HOW MUCH it has failed! As we have asserted, we are NOW — after 5,000 years — whipping ourselves to a *simple* cause and *simple* cure for a *simple* dis-ease — THE ORIGINAL Chiropractic principle and practice.

EDUCATION IS USEFUL IF IT IS SIMPLE. IF EDUCATION IS SIMPLE, IT IS USEFUL. Chiropractic was BORN a simple principle and practice. When Chiropractic WAS simple and Chiropractors WERE simple, Chiropractic and Chiropractors were getting sick people well. Those who lived simple Chiropractic succeed. Those who lived complexed fail. Simple makes; complexed breaks!

Gradually, down thru the years, Chiropractors have grown out of the simple and into the complexed. They could not, did not, continue to live the simplicity of Chiropractic. They began to force it to be complexed. Ergo: "chiropractors" are now ceasing to get sick people well. Chiropractors are becoming educationally

infected with complexed education which drives them FROM Chiropractic INTO medicine. Today, complexed education is running rampant in our ranks. Today, complexed education is forced *into* us. Today, simple Chiropractic is forced *out* of us. MORE education demands MORE complexities to sustain its top-heavy incompetencies. Educational complexities are on INCREASE; Chiropractic simplicity is on DECREASE. It is an ever-increasing whirlpool and Chiropractic is scuttled at feet of its shrine.

When Chiropractic was a *simple constant*, it lived by right of inherent merit which delivered health. In ratio as Chiropractic ceased being simple and became complexed, variables substituted the constant. Today, variables have multiplied, single simple constant is going; multitudinous demands of education, legislation, etc., have replaced right of sick to get well and right of Chiropractic to live in its purity for posterity.

As higher education INCREASES in our ranks, percentage of sick people getting well DECREASES. Every five years sees a DECREASE in percentage. As higher education is pursued in our institutions, percentage of capable Chiropractors decreases. Every five years sees A DECREASE in capability of our profession. Later product of our schools is getting LESS WELL than did our earlier product. Reason IS SIMPLE! Eventually we will ALL be "higher" educational products, meeting "higher" standards of "higher" educations. We will also ALL be "lower" products, meeting "lower" standards of getting sick people well. As one climbs, other slides, for "education" is grease on the toboggan. Time IS taking its toll! Chiropractic eventually will be an elite education, not A PRACTICE of getting sick people well. Eventually, Chiropractic WILL BE where medicine IS NOW — an "educated" profession, of "cultured" professors, *professing* health but incapable of delivering it because of educational complexities having squeezed out a practical application of its simple principles.

There are opportunists taking advantage of this opportunism, developing defeatism in us, strangling Chiropractic with its tentacles in the doing.

Visioning trend of events, an observer is called upon to decide whether he wants to be popular or unpopular; follow WITH the wind or fight AGAINST it; drift and get all the getting while the getting is good, or keep on keeping on, working to save Chiropractic as a future service to mankind. Kites rise AGAINST wind — never with it. Chiropractic and Chiropractors live if it and they fight AGAINST issues which destroy it. The majority drift. It is unpopular to oppose them. It is popular to float WITH them. We made our decision when a boy that CHIROPRACTIC is

greater than any man or any set of men in its ranks. We still fight for that decision, therefore we are unpopular.

Education and complexities are COMING IN. Chiropractic is, in exact ratio, as rapidly FADING OUT. Which is greater objective: simple Chiropractic getting sick people well; or complexed medicine disguised a la Chiropractic as "higher" education failing as medicine HAS failed?

The end is obvious! The decision rests with you!

O. B. Jones of Montana is an example — a farm hand of U. S. Senator Clark. He was sick, took adjustments from another as bad as he. Got well. Came here with a wife who weighed more than three hundred pounds, with three children and another on the way. He could not read or write. He was cross-eyed. He was rough and gruff. His mind worked slowly but surely. He learned Chiropractic, such as he could with help of others. He returned to Montana, opened an office in town where he was formerly a cow-hand.

Jones tells the story that he and a group of cow-hands went into Senator Clark's dining room, the Senator having guests that evening. They were ordered out. Jones called the men in, sat down, saying, "Bring on that grub. Senator Clark is good enough to eat with us any time."

He adjusted Senator Clark. Senator Clark returned to Washington and spread the gospel to hundreds of people of importance in Washington political and social life.

Jones might not have been all we want, but Jones met Clark and Clark spread the story far and wide to thousands. Who is to say who can and who cannot?

Why did O. B. Jones win? Was it because ALL odds were in his favor or he was lucky in the breaks? He was saturated with THAT OLD TIME PHILOSOPHY. Professional odds were FOR him in spite of personal odds that were AGAINST him.

Charles Wilson is another example. He was a so-called illiterate carpenter. He could hardly read or write. His grammar was abominable; his English was fractured; his appearance that of a bum. BUT he was sick, took adjustments, got well, and became inspired to help others as HE had been helped. He was fired with that slow, methodical ruler-measuring mind of his, to learn Chiropractic. We wanted a CHIROPRACTOR. He wanted to give us HIS MONEY. We needed his money. We were censured in Daven-

port where Charlie was known, and by students then in school, for taking that type of person into our profession.

Charlie was arrested for "practicing medicine without a license" in Nebraska. He was a member of the UCA. Tom Morris and we went to defend him. Knowing him as we both did, we deplored the necessity of having to go there.

We arrived. The town was up in arms FIGHTING FOR CHARLIE, Literate and illiterate people of all churches, priests, preachers, university men and school teachers. Tom and we were amazed, for we found him surrounded by the brains and money of that county. It was almost next to impossible to select a jury of twelve unprejudiced men to try his case. They either had been patients or they knew of cases he had taken care of.

Why? Because he found THE subluxation, he adjusted THE subluxation, and got THEM well. They were FOR HIM because HE had done what "educated" physicians had been unable to do. They were for him BECAUSE HE SUCCEEDED IN RESTORING HEALTH TO THEIR SICK BODIES. Said the President of the big bank, "One can't help but believe in him because he believes in himself and his work."

Why did Charlie succeed? Was it because he dressed well, camouflaged ignorance, covered his crudities, hid shortcomings of speech? He knew that once he was sick and now his life had been saved. He knew what did it. He was an ardent Chiropractic fan and devotee of THAT OLD TIME PHILOSOPHY. He delivered to others what had been delivered to him. Charlie builded his professional house with square and level, pounding subluxations as he pounded nails, driving them home with emphasis. He builded mental understandings as he formerly builded homes. THAT OLD TIME PHILOSOPHY was the blue-print of his structure. He followed it religiously. He was like the sturdy oak that from an acorn grew; hard wood to work, rough bark, hard to cut down but fine wood when quarter-sawed. He hand-sawed boards, planed them by hand, sand-papered finish by hand, nailed pieces together with hand-made nails, painted surfaces himself—he soon had a professional mansion worthy of anybody's living therein.

Who can tell, as tree stands in forest, where it may finally rest or in whose home it may go as a great artistic production worthy of antiquity?

We could mention thousands, in varying degrees of scale of fitness to be kept out or taken into our work. We here have never been able to predict who will succeed or fail. Could you?

Give Chiropractic schools Chiropractic student material or you close Chiropractic schools and kill Chiropractic from becoming a permanent human service when present generation of Chiropractors pass out.

Let's have some of that old-time student-getting, student-pulling, student-supplying philosophy; that kind of philosophy that builded Chiropractic into a strong well-knitted organization back when Chiropractic was in flower. Let's make it bloom again, knowing that our percentage of failures was no greater than medical men, dentists, nurses, or what-have-you.

THAT OLD TIME PHILOSOPHY needs development, therefore a developer; defense, therefore a defender; preservation, therefore a preserver.

THAT OLD TIME PHILOSOPHY has had those who prefer not to follow development; who prefer to break down defense measures; who have no desire to preserve it for the future. Between these two forces at work are conflicts. The PSC and B. J. Palmer are in the first group.

Deliberate rumors have been maliciously circulated by second group against first. What are some of them? "The specific has been discarded." "The PSC no longer teaches the specific." "The PSC and B. J. had to come back to Meric System verifying our opinions who refused to adopt and adapt the specific and remained true to Meric work." "B. J. no longer uses, has use for, or sees merit in the specific."

What ARE the facts and what ARE the reasons for this gossip?

Man is born without his consent. He is here a while, has a lot to say, passes on. Why? We find but one answer: he is given an opportunity TO DEVELOP HIMSELF.

The mass DEMAND progress and oppose it when it comes. They demand automobiles, and fight for horses and buggies. They demand aeroplanes, and refuse to think them safe.

Medical men demand reliable methods of getting sick well. Chiropractic came with it. They bitterly fought it scientifically, professionally, legislatively — and still fight it.

Chiropractors demand Chiropractic be placed on a *scientific* basis to prove to and thereby demand the respect of the world.

The B. J. Palmer Chiropractic Clinic, at a cost of one million dollars, has been doing that since 1935. We have been proving this and that right or wrong. We bring you proven conclusions and they are sincerely doubted or denied.

Chiropractors demand accurate and efficient methods, to step up percentage of success and step down percentage of failure; to make work lighter and more practical; to do less to secure more.

The specific attained that. They fought that which makes it possible.

History repeats itself. It is not new with Chiropractic or Chiropractors. It is the lethargy and inertia of people.

Out of the mass, many exist. Out of the mass, few get into the class and live.

Life is like a ladder. It starts at the bottom and has a top somewhere. People climb ON that ladder. Mass at the bottom are moved by emotions, passions, and prejudices. Class at top are motivated and activated by logic and reason. Many at bottom demand A BETTER PRODUCT. Mass at bottom like what producer produces. But they don't like what he says, how he says it, or how he deems it necessary to present it.

So, they fight THE PRODUCT AS WELL AS THE PRODUCER because they don't like HIM. Nearer the bottom, more there are, greater is desire and struggle to get AWAY FROM the mass. Nearer you get to top, fewer there are — for many have given up the struggle and die in the attempt. Therefore, the saying, "The higher, the fewer."

Most people gravitate, roll down hill, get to the bottom, stay there, and fight against any who try to pull them out or up.

Here and there is an isolationist who desires, tries hard, wills, wants, and fights to get TO THE VERY TOP of things; wants to be THE best of that which he is; wants nothing short of the LAST word; wants to struggle to develop perfection. Between bottom AND top, people are strung out, getting thinner the higher you go.

People STRUGGLE DESPERATELY to remain mentally and physically inactive.

The same people STRUGGLE DESPERATELY to retain position at bottom. They STRUGGLE DESPERATELY to remain motionless, inactive, and fight vehemently if anybody dares move them.

To what is all this a prelude? How does it answer these rumors?

When we were very young, we found ourself.

We realized the human race were intellectually morons; physically handicapped with dis-ease. We were shoved into Chiropractic when it was a theory, incompetent, seeking a service to deliver.

We realized, if the perfect principle could be developed into a competent practice, it would step up the human race intellectually and physically and bring all nearer the goal they were potentially capable of reaching. We silently and secretly vowed we would pass away trying to leave behind a SPECIFIC knowledge of THE cause of ALL dis-ease; leaving behind a SPECIFIC adjustment FOR THAT cause of ALL dis-ease. This was something the world had been seeking — the philosopher's stone — for 5,000 years.

We began below THE BOTTOM of the ladder where everybody was. This was the bottom where we refused to stay!

We began TO DEVELOP ourself, mentally, financially, physically, professionally, legislatively, legally, to CLIMB THAT LADDER.

Today, we have made good our vow. Chiropractic now has A KNOWLEDGE AND ABILITY of a SPECIFIC for THE CAUSE of ALL dis-ease.

As we worked to solve problems, betwixt and between where world of human beings WAS and where we had hopes to arrive — from bottom to TOP of that ladder — we struggled, strived, labored long and without mercy to self, to drag everybody else who would listen and learn — who paid tuition to learn what we had learned — up the ladder WITH US.

We knew that was what they came to get; that was what they paid us to teach; so, IN SPITE OF, rather than BECAUSE OF THEM, we struggled to pull them UP against their lethargic wishes.

Step by step we learned and moved UPward. Step by step the mass anchored, handcuffed and leg-ironed us, holding us DOWN. We soon found that if we wanted TO CLIMB, we had to do so dragging thousands UP WITH US, if we ALONE wanted to get anywhere.

All this wraps itself around Chiropractic with its profession of Chiropractors.

Step by step as we climbed the human ladder, we LEFT BEHIND every rung for which we no longer had use.

Step by step as we climbed UPward, we refused to go DOWNward on lower rungs. We had passed them, why retreat? Why go up one and slip back two? As we went UP, we PASSED rungs below; why try to carry LOWER rungs UP with us all the way? As we placed BOTH FEET solidly on rung we stepped UP TO, how could we keep both feet on RUNGS BELOW, WHICH WE HAD PASSED?

Today was a new day. We had to live today, today. We could not live today, today; and yesterday, today, ALSO. Yesterday WAS GONE; it had to be discarded.

All this time we lived with the thot that humanity WANTED development, progress, newer and better ways of living a fuller mental and physical life. To that end, THE CHIROPRACTIC FOUNTAIN HEAD SCHOOL lived TODAY'S IDEALS AND WORK.

What a keen disappointment to our life's sacrifices when we FINALLY realized there were two schools of Chiropractic thot.

ONE school realized that while people verbally SAID they WANTED development, progress, newer and better ways of living, they fought deliberately to keep from climbing. They struggled desperately AGAINST being dragged UP or moved FORWARD. They DEMANDED they be LET ALONE to eke out existence in their slothful way. This school of Chiropractic thot appealed to the mass, for students. It got them! But in spite of this, we kept on keeping on, believing in the long run what we were doing was for THE BEST interests of the human race.

OUR school HERE was of the opinion that as we WENT UP one rung, we desired TO FORGET LOWER rungs. We have FINALLY realized this appeals only to the class, not to the mass. The mass want to cling tenaciously TO YESTERDAY, but they also SAY they want TOMORROW, TODAY. They want to eat their pie and also have it. They want a SPECIFIC to get sick people well, and they also want a heterogeneous mass of yesterday's meric "moves" to mystify sick people, to hold them.

One school of Chiropractic thot gave them duke's mixture WITHOUT the specific. Other school of Chiropractic thot gave them THE SPECIFIC WITHOUT duke's mixture.

One school had THE MASS supporting them. The other school had THE CLASS.

Mass is majority; class is minority.

What a keen disappointment when we realized THE MASS CANNOT CLIMB except to their multiple capable level — not beyond it. They are NOT definitely fitted to attain THE best, perfection, LAST word, to develop themselves to make their best better. They want to go as far as inertia lets them; FROM THERE ON, they stubbornly refuse to be budged, and anybody WHO DARES budge them calls down upon himself their unadulterated wholesale wrath; which hits him in the bread-basket financially, as well as professionally.

We know, because we have gone ALL THE WAY THRU AND ALL THE WAY BACK to learn THAT lesson.

Our early vow of developing THAT OLD TIME PHILOSOPHY practice into perfectness of THAT OLD TIME PHILOSOPHY principle; of perfecting a specific cause and a specific correction, has been realized.

Our early dream of raising the level of the human race, intellectually and physically; of building a Chiropractic profession to bring this about, has fallen short of being a professional reality.

Reasons? Many of our profession have momentarily lost vision of an ideal service to a race that needs it; have become temporarily financially-minded where other objectives have replaced ultimate ones.

Somewhere between extremes of impractical idealism and practical mercenary-ism, is a middle path of consistency to each; to be consistently followed year after year, to make it assume a sound professional shape and form.

The few who perfect themselves demand and need to use a highly scientific process. The many who cannot attain those higher and more practical scientific methods, need more simple, practical methods to fit their needs also.

Good will be accomplished in both divisions. The only difference will be in the law of failure or successful averages with problem cases.

For that and these reasons, we here today teach methods to fit BOTH divisions of human capability. We have given up NOTHING we have gone thru. It is still an integral and serious part of ourselves.

Today we teach Specific *and* Meric.

We use the Specific exclusively in our private Clinic. We *could not* use anything else.

In The PSC we teach what the class and mass want, so long as we can do so consistently, within reason, without going outside the principle and practice of THAT OLD TIME PHILOSOPHY.

For fifty-five years we have been writing and printing leaflets, booklets, FHN, books; traveling, lecturing, teaching, to explain, elucidate, simplify, and explain THAT OLD TIME PHILOSOPHY, that others might understand it as well as we; that they might secure that firm footing that makes for same action conviction as we had; that they would become as dominant in its propagation

as we; that others might become stalwarts in its advocacy as we; that humans might be moved up another step in human mental clarity and physical health.

The Fountain Head News was published twenty-seven years — weekly for several years and then consistently once a month, until recently.

We stated facts, told truth, being found inaccurate very few times.

What we published was usually objectionable because it was in the interest of ChiropracTIC and contrary to wishes of many ChiropracTORS. We never shirked our responsibility.

As years rolled along, principles we advocated and editorialized years ago are now personally, professionally, financially, legislatively, and legally proving true.

It cost \$800 per month, \$9,600 per year, to produce this publication. This meant an unselfish devotion of more than \$250,000, for twenty-seven years, to the cause. For this we received our share of abuse and condemnation — yet we kept on.

Would you have spent this if you had it? Would you have kept on for twenty-seven years? We doubt it!

What was IT that we wrote and printed? What was the central theme? The various and devious explanations of THAT OLD TIME PHILOSOPHY of D. D. Palmer — said this or that way — but it was always THAT OLD TIME PHILOSOPHY; sometimes wrapped in pure white paper; sometimes in dirty brown paper; sometimes tied with innocent baby-blue ribbon; other times with heavy strong rope; sometimes it had an anchor attached; other times it had a float — but IN EVERY PACKAGE was THAT OLD TIME PHILOSOPHY of a vertebral subluxation as the cause of all dis-ease and adjustment-by-hand of the vertebral subluxation. Yes, we know we slipped ONCE with an exerciser — but only once. That was once when knots slipped, package became untied, contents spilled so everybody smelled too much of reeking contents.

Our verbal and written musings took two forms. They were against those who took us AWAY FROM “THAT OLD TIME PHILOSOPHY,” but for the most part they were FOR close adherence TO those who helped us STAY WITH THAT OLD TIME PHILOSOPHY.

THAT OLD TIME PHILOSOPHY once was the exclusive and private property of one man — D. D. Palmer. Today it is his only in memory, and we hold it in reverence to him. Then, he shared

and passed THAT OLD TIME PHILOSOPHY to us, in trust, and we have kept the trust. You came along, and we passed on to you all we had to keep in trust for the sick you contact. Thousands of you have kept that faith. Now it belongs to you and us; it is ours to have and to hold, in trust, to protect and defend for future generations; it is ours to use, to fulfill its destiny to help humanity.

Are we justly, sincerely, and honestly sharing its benefits with millions of sick who implore us for the cure it does bestow?

If so, then let us harken back to those AB-SO-LUTE-LY days when, combined, you and we did things, tore the roof off of medical legislation, broke down ignorant and unnecessarily tyrannical educational standards, fractured wide their medical prosecutions, pulled up the flag of liberty to the top of The PSC flag pole every time there was a victory to celebrate against medical persecution.

D. D. Palmer, in 1895, said: THAT OLD TIME PHILOSOPHY WOULD get sick people well.

B. J. Palmer has said, many times, many ways: THAT OLD TIME PHILOSOPHY DOES get sick people well.

Both said its application would continue to get sick people well, yesterday, today, tomorrow.

A recent graduate has few "problem" cases. The longer he is in practice, the more worried he becomes at the increasing number of "problem" cases in his practice.

In early days, our profession had few "problem" cases — far less then than now. In recent days, our profession is worried about increasing per cent of "problem" cases with increased percentage of failures to get sick people well.

Is Chiropractic getting worse; is it losing fundamentals; has its principle or practice changed?

In exact ratio as WE APPLIED THAT OLD TIME PHILOSOPHY, we had few "problem" cases. In exact ratio as we failed to apply THAT OLD TIME PHILOSOPHY, "problem" cases multiplied.

Cases are of two kinds: those considered stubborn and those considered easy to get well. As a practical issue, some easy ones are stubborn, and some stubborn ones are easy.

It is a question of clarity of understanding and ability to accurately locate, efficiently prove, and correctly adjust THE vertebral subluxation causing either.

IF correct vertebral subluxation is not accurately located, efficiently proved, and correctly adjusted, any easy case becomes stubborn. And, in reverse language, any stubborn case becomes easy when right subluxation is adjusted right at right time.

In 1935, we builded The B. J. Palmer Chiropractic Clinic to do two things:

a. to take "problem" or stubborn cases, apply THAT OLD TIME PHILOSOPHY, and prove it still worked.

b. to take all "problem" or stubborn cases, and convert all knowledge and practice into a scientific research, and find out WHY they were "problem" or "stubborn" cases, and get them well.

It is that ability to apply THAT OLD TIME PHILOSOPHY that makes The B. J. Palmer Chiropractic Clinic outstanding.

If you have a case that IS a "problem" or "stubborn," let us find why and give you reports on what to do, where to do it.

Let us recall those days when we talked about trials, tribulations, and troubles in our classes; and as we went places and did things in THOSE days, let us realize there are new borders to push back, new countries to conquer, new heights to scale; and let's do more of them all over again now.

FOR ANYTHING IS POSSIBLE, IN AND WITH CHIROPRACTIC, IF WE DO SO WITH THAT OLD TIME PHILOSOPHY backing us up!

The question arises, why don't you, today, get THAT OLD TIME PHILOSOPHY?

The answer is: THAT OLD TIME PHILOSOPHY is the Chiropractic philosophy of D. D. Palmer; is the Chiropractic philosophy of B. J. Palmer; and it's the same today as it was yesterday, as it will be tomorrow.

The Chiropractic OLD TIME PHILOSOPHY of D. D. Palmer was:

- a concussion of forces ACCIDENTALLY applied, produced a vertebral subluxation;
- a vertebral subluxation occluded a foramen;
- pressure upon nerves interfered with normal quantity flow of mental impulse supply between brain and body;
- this reduction of quantity flow created the beginning of all disease;

and:

- a concussion of forces INTENTIONALLY applied reduced a vertebral subluxation;
- a reduced vertebral subluxation opened occlusion;
- opened occlusion released pressure upon nerves;
- released pressure upon nerves restored normal quantity flow of mental impulse supply between brain and body;
- increased quantity flow re-created restoration of health to all dis-ease.

Diseases, *as entities*, were multiple; dis-ease, *as a condition*, was single.

As entities, each entity had its own cure; as a condition, there was *one* cure.

This is the 1895 OLD TIME PHILOSOPHY of D. D. Palmer's Chiropractic.

This is the B. J. Palmer and The PSC philosophy of today.

A basic principle never changes. The principle and practice of THAT OLD TIME PHILOSOPHY remains unchanged down thru years, because it's like truth — it remains the same no matter how man *tries* to change it.

If, as, and when we get back to THAT OLD TIME PHILOSOPHY, we will again regain strength collectively, intelligently control our actions, and sensibly direct our footsteps along the professional road paved with honest intent and purpose — honest Chiropractic service to the sick — honest profession by ourselves for what we are and what we do.

That road led us to Chiropractic victories in the past. That same road of honest profession and honest practice still exists. Its broad and safe highway is there to use. It's a straight and direct road to public confidence and support; legal commendation and recognition; professional growth and security, now and FOR THE FUTURE. It's an honestly built, permanently safe, and practically endless CHIROPRACTIC ARTERIAL HIGHWAY, constructed by Chiropractors who possessed courage and strength to build because they practiced what they PROFESSED — CHIROPRACTIC!! Professional DIET?? YES. They had a daily professional diet — they ate, lived, learned, and inwardly digested THAT OLD TIME CHIROPRACTIC PHILOSOPHY.

Let's get our feet under the CHIROPRACTIC TABLE again and eat and eat and eat until we again renew that old-time strength and courage; until we revive the old-time flame and rekindle old-

time fires; until we again shout defiance at those who seek to destroy us!

CHIROPRACTIC won its victories in years past because Chiropractors knew that Chiropractic was RIGHT. CHIROPRACTIC and CHIROPRACTORS can and will win their victories again, BECAUSE CHIROPRACTIC IS STILL RIGHT!

The Story of THE DEVELOPMENT OF VERTEBRAL ADJUSTING

The purpose of this story is to give that which is sold in spasms, here and there, at fabulous prices, following an exaggerated statement of their value. It will serve as a curiosity gratifier, a pacifier to him who thinks he wants, and wants until he gets.

In recording this story, it does not behoove the historian to speak of their value or danger. He does that in other places and other manners.

The author, inventor, and developer of that which you are about to read requests that you pause; hesitate to read this until you have read his latest and best product on the adjusting art. It is pungent history of the adjustment movement; a description of its important principles, its stage of development.

No other person is better fitted to give what you here get, than the author. He is the only living person who has been in closest contact with every idea, stage, step of their discovery and development. What he gives can be depended upon for closest scrutiny, strictest valuation.

Introduction

The business side of Chiropractic in no way differs from the viewpoint of any commodity. Go where you will, see what you please, experience all you can, you are confronted with two prominent conditions which we illustrate.

Enter a drygoods store. Clerks galore. Some sell goods and others don't. Some clerks are there to draw down a salary. Other clerks are there to please the customer; see he gets what he came for. The first clerk is selling TIME; she does not sell goods, neither does she care whether or not the customer gets what he came for. Second clerk is interested in customer, inquires what goods he wants, quality, price, and sees that he gets it in a manner he wants. This clerk is selling SERVICE to the firm in which she is interested. To prove that contrasts exist, go to any store where more than proprietor sells goods. Watch manner of different clerks. You find MANY sell TIME; few sell SERVICE.

Before the advent of Fred Harvey, waitresses were indiscriminately picked from streets, rushed into dining room with an apron, and began "slinging hash." It was a question of getting food from kitchen to table. They didn't care whether steak was rare or well done, whether potatoes were hot or cold. Customers were at the mercy of vagaries of waitress. They took what they could, in any

manner they could get it. This waitress sells TIME; all she is interested in is her check at the end of week.

Go into Fred Harvey eating house now and you will be astonished at the contrast. Each waitress is properly gowned; attentive to your order; serves in a manner that pleases, as you want it. Rubber heels, manicured nails, hair combed — no detail too small to receive attention. She takes a special interest in every customer, be the order large or small. Harvey food is famous the world over. He established a new order of things.

Many waitresses sell TIME, Harvey Houses sell SERVICE. That's the difference between success and failure. To bring about this idea, Fred Harvey found his people were interested in pay, not meals. He established a school where he trained people to SERVE SERVICE, to be attentive to service his customers wanted. It took years to train his people to appreciate the idea of service — not time.

There was a time when physician made two calls daily to a typhoid fever case. He knew he could not cure the case; that he could do nothing. He made calls twice daily, and sold calls at \$2 each. HE was selling TIME, not service. Patient WANTED HEALTH; patient was getting TIME; therefore, patient was NOT getting what she wanted. No wonder his ability, merit, and prestige began to wane.

On came the Chiropractor. He calls on a typhoid case; gives one or two major adjustments. In a few days, case is well. Case WANTED to be well. TIME was an item. Chiropractor SAVED TIME. He sold SERVICE.

Contrast this between Chiropractors and chiropractoids. Go into chiropractoid's office. His argument is: "My patients take one-minute adjustments and ask if that is all. They want fooling, rubbing, and more of 'something' done. I give a thirty-minute treatment." What is HE selling? Twenty-nine minutes of TIME and one minute of SERVICE.

Go into Chiropractor's office. His argument is: "My patients come because they are sick. What they WANT is HEALTH. What they PAY FOR is HEALTH. I can give HEALTH by giving SERVICE, not TIME. He begins a systematic study of himself, methods, theories, ideas, and finds that MAJOR WORK, above all, IS service. He gets cases well. What is he SELLING? One minute of SERVICE.

Compare two stores — one whose clerks sell TIME, and another where they sell SERVICE. Which has the BUSINESS? Compare Marshall Field's, Wannamaker's, and thousands you know of in "hinky-dink" building. Think it over!

Compare two restaurants — one whose waitress slings hash, and other where they serve the meal. Which has the BUSINESS? Compare any Harvey House with thousands of eating places you know, even in cities. Think it over!

Compare two professional offices: chiropractoid gives patient anything he wants — slings it at him for thirty minutes; Chiropractor gives patient what he needs to get well. Which has business? Compare any mixer with the major — any place you please. Think THAT over!

You can sell TIME or SERVICE. What follows is of interest to him who is interested in sick, gives health; wants to find better methods of SERVICE. This is wasted on him who believes in the theory that the way to make a living is to sell TIME.

D. D. Palmer was the discoverer of the fundamental principle underlying Chiropractic. Chiropractic was named in September, 1895. In that connection we were asked, as an expert witness, at Puddicombe trial in Beloit, Wisconsin: "What was it your father practiced before he named it Chiropractic?" Our answer was: "Chiropractic." "Well, but what was it that he practiced before he NAMED it Chiropractic?" "It was what it was afterwards named, which was Chiropractic." He had several years of thinking and studying before it took sufficient shape to be named.

Westinghouse worked a long time on the air brake before he perfected what was the Westinghouse Air Brake. Yet it was an air brake, even though it was a contrivance unnamed. Complete arts, sciences, or philosophies are not coined on spur of moment. Chiropractic has been a product of growth. Growth is evolution of thought, day after day, year after year.

Perhaps you name a baby the moment it comes into the world. You may have named it "John Brown" before it came, and then if it was a girl you changed to "Annie Laurie." You have a choice because you know something that is the product of 9 months is due to be complete on an approximate date. But an art, science, or philosophy grows so stealthily and craftily you don't know it. It takes an onlooker to make you realize you HAVE an art, science or philosophy. So with Chiropractic. While it was unnamed until 1895, it was in embryo five years before that.

Our father was a magnetic healer before he became a Chiropractor. He practiced "magnetic healing" before he discovered Chiropractic. As we review way he treated magnetically, and as we studied the principle under which he was working as a magnetic healer, we find he did not work like others; he did not treat mag-

netically like anyone else. He had a way distinctly and uniquely his own. He accomplished results after other magnetic healers failed. He stood in the magnetic work with other magnetic healers, as The PSC Chiropractor stands in relation to other Chiropractors. We are the peers; so was he the peer of magnetic healers.

That principle was an unnamed, undefined system working along what we afterward knew were Chiropractic lines. If you want to know how long we have been in Chiropractic, you must go back at least sixty years and say that Chiropractic *began* at least sixty years ago. We were born of a magnetic healer, brought up in the business. We have grown up with it, as its public promoter and developer, and have pushed it to where it is.

We have a certain pride in carrying the family name. We want to see the name PALMER go down in history to the credit of that name. In analyzing ways and means of accomplishing this, we have been impressed with two conclusions: Men who do things live a life that credits themselves. Scientifically, they must be sincere and conscientious. Scientifically, they must be true to convictions; and if true to themselves, they will not misrepresent to others.

We have said, conscientiously, if there was anything good introduced, we were going to accept it, if in any manner, shape, or form it was introduced to perfect the fundamental principle of Chiropractic; but if it compromised that principle in any way, manner, shape, or form, we would wash our hands and have nothing to do with endorsing, advocating, or using it.

Many students come to The PSC, spend six, nine, twelve, eighteen, or more months, complete their "course," go forth, and in a few weeks claim to have coined more moves than we could comprehend in years. These "boys" place themselves upon pedestals as comprehending the fundamentals of Chiropractic, and in a short time are pedagogues in budding colleges or international universities. We find two objections to almost all claims issued by these people — and an analysis of their work bears that out: first, as novices they have understanding of the fundamental principle of Chiropractic, therefore cannot work in co-ordination with its aged purpose or intention; second, their moves are contrary to formation of subluxations. If new, they are of little lasting value; if old, they have been discarded for better. The lack of matured comprehension leaves a void to be filled, and this they proceed to do with the nearest possible material of any kind of a filling consistency. Few students have Chiropractic sufficiently well understood to know its greatness is in its simplicity. The more complex they make it, the greater number of moves they add, the more they feel they are doing for Chiropractic.

You and we have passed through museums and viewed poor tools and other bric-a-brac of years ago. How simple and child-like they appear — because we have outgrown them. So do “old moves” appear to us. Some — perhaps many or all — will appear the same to you. Broaden your appreciation of a well laid and truthful foundation and you view them likewise.

Two contentions or factions have existed in Chiropractors' ranks: First, we do not countenance moves except such as we have originated; second, (as the developer of Chiropractic — thereby stamping them officially and authoritatively) we won't teach those moves except as they are worthy. We admit both claims. All principles are easily demonstrated, and Chiropractic is no exception. We need not have a great simplicity bundled in the greatest possible complexity and incomprehensibility. We are accused of being selfish to pet ideas. We deny this. We admit more and give away more knowledge of facts to a greater number of people than all the balance of Chiropractors in our ranks. Our life is altruistic — its works are proof — yet we are accused of being selfish. Rather contradictory.

Many Chiropractors contend we should continue to teach what they learned so they won't be relegated as a back number. This would stifle progress and would not be fair to science. Rather, they should keep in touch with progress, study, and move forward. Naturally, those who object to growing cling to old moves; they are in a rut, although they assume they are tracking straight.

The greatest contention raised today by majority of Chiropractors in opposing our position is that we do not teach these moves. Principle conclusion is that they are damaging, compared with successes of today's adjustment. We promote Chiropractic as a good to mankind. It is established that the world needs Chiropractic. The world is sick, it is groping with heads, hearts, and hands upside down, and needs Chiropractic to set it straight with itself. If we find any “move” which will counteract a good result, we discourage its use. By so doing we evidently hurt someone's tottering ambitions, but we protect mankind against selfish aggrandizement. What are hurt feelings of one man compared with respect and appreciation of multitudes? Better lose present friendship than to hurt future mankind.

It is established that the art of Chiropractic went through characteristic phases of growth, and today we have reached the highest type — not but what we may grow tomorrow. We should utilize latest growth of that science and art rather than some earlier phases. Youthful ideas may be good, and if they are nearer

truth, of more value than latest ones. We do not dismiss an old idea because it is old, or accept a new because it is new; but do accept the old or new because it is better, more practical, less risk of damage in use, and because it reaches more truthful and accurate way of adjusting vertebrae, as The PSC Toggle Recoil of today.

We do not know why majority of any student body or majority of Chiropractors do not give credit for being sincere in our work; or why they question our statements. Our life is one of sincerity and absolute frankness. When we make the statement that a move is "old," and that it is more damaging, it seems—based upon experience—you should have confidence; not that we are above question, but that what we stand for is.

Another reason we do not advise and teach "old moves" is that they ARE NOT IN CONFORMITY WITH THE FUNDAMENTAL PRINCIPLES OF THE CHIROPRACTIC OF TODAY. The fundamental is to study *how* a subluxation was produced and then reverse the order. Anything which does not conform to a reversing of order in which a subluxation occurs is contrary to Innate Intelligence, and Chiropractic is Innate Intelligence personified.

Orthopedic surgery was originally a correction of deformities in children. Later, it was enlarged to take in every form of deformity in children and adults. Correction of deformities is a slow, steady, gradual, persistent pressure, twisting or wrenching, breaking or racking treatment or diseased bones. Chiropractic introduces a principle of work NOT KNOWN in any phase of surgery. It starts with an original new principle, a new phase of old law, and that is the sudden, quick, emphatic toggle recoil movement which contradicts any principle involved in surgery today. The nearest approach to Chiropractic is setting a fracture or dislocation, and that involves the principle of surgery. Vol. I, The Science of Chiropractic, defines the difference between orthopedic surgery and Chiropractic orthopedy, making a distinction.

Observing Chiropractic, we have seen hundreds of "moves" tried, used, and invariably all come back to The PSC way. It is irresistible IF you want to get BEST results. Ninety-nine per cent of "moves" involve principles of orthopedic surgery. It would be hard to introduce evidence to show that these sincere workers, working towards Chiropractic, have been working backward. It is easy to slide back to precedent; involuntary works back "to type"; but it is hard, laborious, to work up hill. "Any old fish can float down stream, but it takes A LIVE ONE to swim up," applies to Chiropractors. Osteopathy is based upon the principle of ortho-

pedic surgery. Chiropractic works to speed; orthopedic surgery is slow.

Difference between majority of "old move" work and Chiropractic is in way it is accomplished — one being slow, other a quick process.

Reviewing "moves," all have been relegated into line of failures. None corrected the thing it was presumed they caused. What caused a subluxation was a concussion of forces, and in none do we see any attempt at a creation of forces reversing that which caused them. Until such a principle was introduced all was more or less guess, problematical, and hypothetical.

Most "moves," with perhaps a half-dozen exceptions, were based upon principle used in osteopathy and orthopedic surgery — both of which studies are protected by law, neither of which have we any legal — let alone moral — right to infringe. If for no other reason than that they did not reach and determine specific conclusions and results, we would have no reason to use them, and a final test of science rests upon results; and in none of results attained by "moves" do we find satisfaction. It was logical, scientific, and natural that we should, from time to time as "moves" were originated, tried and failed, condemn their use by students upon clinic or outside patients. It often instituted condemnation against our faculty, but they have seen the work of years whereas the student Chiropractor sees it superficially. The student wants to purchase all money entitles him to. He feels, in purchasing Chiropractic it is a question of quantity, the same as everybody concedes a wagonload of potatoes is more than a bushel; and if he could get the wagon full for a dollar, he would be ahead of the man who bought a bushel for a dollar. Values of ideas cannot be classified upon quantity. Computations are based upon qualitative delivery of results. If one "move" specifically applied and scientifically deduced got fifty per cent better results than two hundred "moves" awkwardly applied and without definite intention, then that "move" becomes fifty times more valuable than the rest combined; and this had been proved with the recoil adjustment.

An apt comparison can be made with Uhlrich's famous specific known today as No. 606. In medical parlance, this is a specific antitoxin for syphilis. Even at this date it is questioned by eminent lights of the profession. This German investigator conceived a chemical compound. He numbered it Experiment No. 1, tried it, and failed. Modified his No. 1 experiment, called the modification Experiment No. 2. That was tried and failed. This man worked year in and year out until finally he reached No. 606 — six hundred

six experiments, the last of which he said was a success, were proven to be "a specific" coming up to his expectations. Ulrich says No. 606 is the only complete, practical, tried and proven experiment that will stand the test of time. If HE assumes that basis, would it be just, right, or considerate for you and us to step down and try his forty-third, eighty-ninth, three hundred forty-second, or even his six hundred first experiment? If HE tried them and failed, can we profit by HIS advice? He recommends, out of six hundred six experiments, only the six hundred sixth. If any short of that had been a success he would never have originated the next. Same is true with Chiropractic. We began experimenting with "move" No. 1 and finally reached up to over two hundred moves in Chiropractic, the summum bonum of which is the last — the specific.

In 1895, an incident of international historical value took place.

Harvey Lillard — stooped, cramped position; heard "something pop" in his neck. Deaf ever since.

A large ocular bump. Fortunate it could be seen; otherwise it would have gone unnoticed.

D. D. Palmer — if PROduction of that bump destroyed hearing, its REDuction should restore hearing. He pushed the bump three days in succession, hearing was restored, bump was gone.

Fortunate that bump WAS REDuced; fortunate that hearing was restored.

This series of FORTUNATE circumstances started one man thinking.

Imagine Livingstone pushing his skiff to shores of darkest Africa, the Unknown Continent. What was inside?

He saw gorillas, giraffes, hippopotamuses, rhinoceroses, pygmies, giants. He returned to England and told what he saw.

Now began a fight to be believed; a fight for existence of truth.

When D. D. saw that first bump; reasoned upon what production of that first bump did; reasoned upon reduction of that bump and what happened, he established a truth.

Would YOU, upon a single, isolated case, have laid down a universal human principle?

That principle was as follows:

A concussion of forces, ACCIDENTALLY applied, produced a vertebral subluxation.

A vertebral subluxation occluded a foramen.

An occluded foramen produced pressure upon nerves.

Pressure upon nerves interfered with normal quantity flow of mental impulse supply between brain and body.

This reduction in quantity flow created beginning of all dis-ease.

And:

A concussion of forces, INTENTIONALLY applied, REDuced a vertebral subluxation.

A reduced vertebral subluxation opened occlusion.

Opened occlusion released pressure upon nerves.

Released pressure upon nerves restored normal quantity flow of mental impulse supply between brain and body.

Increased quantity flow re-created restoration of health to all dis-ease.

Diseases, as entities, were multiple.

Dis-ease, as a condition, was single.

As entities, each entity had its own cure.

As a condition, there was *one* cure.

This is the 1895 OLD TIME PHILOSOPHY of D. D. Palmer's Chiropractic.

Was this man justified in laying down an all-complete, universal human principle?

Nobody since has added to or subtracted from that principle to make it more workable or complete.

Selden established internal combustion experiments. It worked in a crude mechanical model. He made claims for a basic patent. He secured his patent; his mechanical claims were allowed.

In those claims he laid down the mechanical principle which has not been added to or subtracted from since. From a series of simple, crude, incomplete experiments, he established a new law of transportation.

True — improvements have been made; application has been stepped-up; more horsepower per pound of weight has been developed; friction has been reduced; revolutions have been increased — but THE PRINCIPLE remains same as he laid it down. All aeroplanes, automobiles, speedboats, etc., are still within confines of the all-complete mechanical principle he laid down.

D. D. WAS also justified in laying his principle complete.

Up to 1895, anatomy taught osteology, myology, neurology; physiology taught how back-bone supported skeletal frame-work, how muscles contracted and relaxed, how nerves did something or other.

Up to 1895, anatomy or physiology did NOT teach HOW vertebral column could have subluxations; HOW vertebrae could occlude a foramen; HOW vertebrae could produce pressure upon nerves; HOW interference could occur on nerve force flow between brain and body; HOW this could be THE cause of ALL disease anywhere in the body.

Up to 1895, back-bone territory, to man, was the darkest continent, unexplored territory. Nobody knew what was inside that shore-line of humanity, by way of cause and cure of diseases of the human race.

D. D. laid down that *all inclusive and all-exclusive* human principle and established a practice.

D. D. said A vertebral subluxation was *the* cause and could be adjusted. He ALWAYS stated it in *the singular*; he NEVER stated it in the plural. His writings are concise, clear, and explicitly pungent regarding the SPECIFIC.

As samples, we quote a few of D. D. Palmer's writings as verification of this thot. We could quote hundreds, but these suffice:

"The displacement of ONE vertebra, whether by accident or poison, does not react on other vertebrae, so as to occlude their foramina, thereby constricting the nerves emanating therefrom. The distribution is made thru the vertebral, gangliated nerve chain and not thru the vertebrarium.

"Why should the Chiropractor 'adjust to remove the occlusions at all brain and heart places'? The patient has met with an injury, a displaced vertebra. Why not locate THAT ONE and replace it? Why should he 'carefully examine' for 'other occlusions'? The displaced vertebra should be replaced at the first adjustment, as this is an acute disease. Affects the nerve, whose peripheral endings ramify the tissues through which it finds entrance. I say, why is it that 'frequent adjusting will be necessary for a few hours; at the beginning as often as every fifteen minutes'?"

Page 38.

"I have relieved quite a number of typhoid fever cases, adjusting the fourth dorsal vertebra BUT ONCE. The longest standing case was one of seven years. The patient was relieved immediately, as soon as the adjustment was given, in the presence of a physician who furnished the case. This case was pronounced typhoid when the patient was in bed. The same symptoms continued until the adjustment was made. The hot dry skin was changed to that of being moist and warm at once. Why adjust ten vertebrae from one to five days? Is it because of lack of knowledge of Chiropractic principles? Is it because the one so advising never studied it as a science, or is it because he does not comprehend what an adjustment is? Adjusting is an art, which should be practiced with scientific knowledge. There may be one or more of the complications referred to, but they all arise through the sympathetic, gangliated chain which extends from the occiput to the coccyx."

Pages 40-41.

"If the Chiropractor understands the principles of Chiropractic; if he can locate the nerve (not nerves) impinged on, and knows just what move to make in order to relieve the pressure, he should relieve it and the inflammation at once. If he is able to replace a vertebra and it remains in its normal position, why or how can he keep replacing that which is already in place? The advice given, in several diseases, to adjust every fifteen minutes for a few hours, shows that the adviser really does not comprehend just what an adjustment is. To adjust is not merely pressing on the spine, it means to move, replace, a displaced vertebra. To adjust each and every vertebra of the spinal column is simply an impossibility; they cannot all be displaced. You cannot replace that which is not displaced."

Page 41.

"To adjust every fifteen minutes, replacing a vertebra four times an hour, shows that either the suggester does not know when he has made an adjustment or does not replace the displaced vertebrae. Remember, adjustments are made only when a vertebra is returned to its normal position, and that when Chiropractors attempt to move three contiguous vertebrae or the whole spinal column as advised by the Analyzer, that, in all probability, they do not move them, or, if they do move more than one for any disease, they displace those not displaced, thereby creating disease instead of relieving it." Pages 41-42.

"There is no necessity of trying to adjust nine places as directed by the Analyzer. We are told to adjust the first, sixth, seventh and eighth cervical vertebrae. We may jump on, we may press against, those four and the other five suggested, but we cannot adjust, replace these adjoining vertebrae. A vertebra displaced is not in apposition to those adjoining above and below. When the displaced vertebra is adjusted, replaced, so that its articular surfaces are in conjunction with their mates, why adjust the adjoining vertebrae—an impossibility. Such statements by a Chiropractor expose his ignorance in regard to adjusting."

Page 42.

"Why adjust eight vertebrae; I mean why try to adjust eight vertebrae when only one is displaced which is the cause of asthma? Sometimes one adjustment gives relief; in other cases, weeks and months may be required."

Page 43.

"Instead of adjusting four cervical and four dorsal vertebrae, as advised by the Analyzer, adjust the fifth dorsal, moving it in the direction indicated by palpation. If the displaced vertebra is adjusted properly, once, there will be no necessity for another, except in those rare cases in which the subluxation has existed for some time. In one case of this kind I had to adjust once a day for three days. Upon inquiry, I found patient had been subject to croup. If the adjustment is done just right, there will be no need of adjusting 'at periods of from a quarter to a half hour.' If we replace the displaced vertebra, how can we do more? Why try every few minutes?"

Page 43.

"Gout is no more nor less than articular rheumatism confined to the small joints of the hands and feet, more especially to those of the big toe. It is readily relieved by spinal adjusting. The Analyzer advises adjusting seven places, seven vertebrae as 'indicated'. The science of Chiropractic indicates one vertebra, depending upon whether the disease is manifested in the fingers or toes, and this can be determined by an examination of the spinous processes and palpation."

Page 44.

"So far I have had but one occasion to adjust other than the atlas for epilepsy. To adjust six vertebrae is not scientific, neither does it display a knowledge of the art of adjusting. Give one adjustment a day, for the six days of each week, until the deformed vertebra has been restored to its normal shape. Then it will remain in its normal position. Remember, when the osseous skele-

ton is in proper position, in all of its parts, there will be no pressure on nerves or muscles, and all will be well." Page 45.

"Dr. Carver states on page 4 of his Chiropractic Analysis, that he 'received the very crude application of its principles from the founder.'

"Those 'very crude' adjustments relieved him of consumption and are yet used by the founder in that 'very crude application' of adjusting ONE vertebra for the 'white plague.'

"I used a SPECIFIC ADJUSTMENT in adjusting Willard Carver. Although it was 'very crude' he was relieved by adjusting one vertebra — the one displaced and none other.

"My adjusting of one vertebra for the relief of consumption in the case of Willard Carver he thinks 'very crude' but the adjusting of three pair of cervical and four pair of dorsal nerves is considered by him to be precise, definite and specific. This is the specific, scientific analysis of Chiropractic by Carver.

"In order to give specific adjustments, we must possess a knowledge of the disease in question and be able to trace it to its origin; not to seven pair of nerves, nor to one pair, but to the one single nerve trunk impinged upon, and sometimes even to that of one filament of a nerve." Page 45.

(The Chiropractor's Adjuster, D. D. Palmer, 1910)

Where was that "a" vertebra that was subluxated? That was the unknown quantity.

Here was the entire shore-line of the human back-bone continent. Where WAS the correct, proper, and right place to enter?

D. D. found "the bump" for deafness in ONE man.

From this point on, D. D. began looking for "bumps." They had to be BIG ENOUGH so he could SEE them, as he saw THAT one.

At first he pushed only bumps HE COULD SEE. Gradually, evolution of FEELING for them came into use. Smaller bumps came into use.

Naturally, misaligned bumps existed entire length. These bumps were pushed. Sick people got well.

Let us clear one point:

It is contended by some Chiropractors we oppose any method other than those we believe, use, or teach. Given a Chiropractor who knows Innate, who confines his work to spinal column regardless of location or method, who "adjusts" one or many places — and, supposing he had nothing but his head, hands, and a suit-case adjusting table, he will get MORE SICK PEOPLE WELL than any medical man we know.

Why? Because, first, he is working ON THE BACKBONE wherein resides THE cause of ALL dis-ease; second, he is bound to occasionally and accidentally do the right thing; third, that per-

centage of CORRECT WORK will be MUCH higher than 100 per cent WRONG WORK done by medical men.

We have said before, and repeat now: if we are sick, given up to die, we would rather trust ourself in the hands of the poorest Chiropractor in our ranks than in the hands of the best physician or surgeon in the world.

Why? Confining his work to the backbone, the Chiropractor COULD and MIGHT do the right thing the right way. Everything medical man would do would be wrong and would shorten our life.

Up to this time, "bumps and pushes" were the Chiropractic procedure. Where was THE right bump for THIS disease? How best to push to reduce the bump? These were problems with no solutions.

It was about this time some realized anatomy and neurology were silent on spinal nerve distribution, so far as knowledge of FUNCTIONAL distribution was concerned.

Outside of hazy and indefinite knowledge that they DID distribute; that there was a "*sympathetic* nervous system" with ganglia external to intervertebral foramina; that there was a para-*sympathetic* nervous system with its belly or abdominal brain and twelve cranial nerves — nothing more WAS known.

It was then we observed TENDER NERVES at some spots, and NO tender nerves at others.

Why? Did the tender nerve hook up with some disease, some place? Did the tender nerve indicate a direct connection between a certain spinal place and a certain diseased organ? Could that tender nerve be connected between one place and the other?

To answer these questions, we began TRACING TENDER NERVES on the living feeling person, securing cooperation of patient, checking same kind and character of feeling along its path from vertebra to organ, or organ to vertebra.

In this way we DID, after working on thousands of cases, working thousands of hours, marking, checking, and verifying, between spine outwardly to organ and between organ backwardly to spine, checking hundreds of certain diseases with certain organs.

Out of this grew Vol. 13 devoted to fotografic studies of hundreds of actual cases, with nerve tracings made, marked, photographed, and recorded. Each was a typical example:

Nose was 4th cervical

Teeth were 4th cervical

Heart was 2nd dorsal

Lungs were 4th dorsal

Liver was 5th dorsal

Stomach was 6th dorsal, left side

Thyroids were 6th dorsal, left side

Protruding eye-balls, position of eye-ball, 6th dorsal left side

Kidneys were 12th dorsal

Bowels were 2nd lumbar, "run" place, etc.

In this way, we definitely systematized entire spinal distribution of nerves, between certain organs and certain vertebrae; and, when tender, they were the nerves involved when connected with diseases of those organs.

What was more natural, then, than to hook up a tender nerve, at 6th dorsal, with a sick stomach; and to further hook this up with "the subluxation MUST BE 6th dorsal because THAT is THE place where those tender nerves come out"?

Out of this came the BACKBONE INFERIOR MERIC SYSTEM BASED ON AFFECTED NERVE-TRACING WORK.

It was about this time we began TO FEEL for bumps rather than LOOK to SEE them. We realized ALL bumps were not LARGE bumps. Many could be SMALL bumps and do damage. Finger palpation came into vogue.

It was about this time we began to PUSH ALL BUMPS WE COULD FEEL. We felt MANY, so we pushed MANY.

If a case complained of headache (and who didn't have one?), nasal trouble, toothache, palpitation of heart, difficulty of breathing, indigestion, frequent micturition, constipation — we pushed bumps of 4th cervical, 2nd dorsal, 4th dorsal, 6th dorsal, 12th dorsal, and 2nd lumbar. We established names for them: HEART place (HP), LUNG place (Lu.P), etc.

In 1938, Ralph Evans began rummaging back in our old writings of 1910-11 (1910 to 1950 — forty years ago) to find what percentage of ATLASES were combined into this adjusting combination as of THAT date.

Tabulations were printed THEN. He was surprised — so were we — to find that SPECIFIC was NOT new. We advocated its principle as early as 1905 and emphasized it in 1910-11.

We NOW quote some of these earlier writings:

"Between intervertebral notches are nerves which convey mental impulses which perform the various functions of the body. When the intervertebral cartilage becomes condensed, less elastic, and thinner, the vertebrae are drawn closer together, occluding the foramina, slightly impinging nerves causing a lack of functional force; vigor is impaired, and in proportion old age advances. If we keep our vertebrae separated, movable and free, age stiffness will be eliminated. We have been taught to observe effects; the real cause—closed joints—have not been noticed by the medical world."

(Page 48, *The Science of Chiropractic*, Vol. I, Palmer, 1906-1910.)

"The brain sends its messages through the spinal cord to all parts of the body. The spinal marrow passes down through the spinal canal; it consists of nerves which convey mental impulses efferently, and tactile impressions afferently. They branch out from the spinal cord in all directions, absolutely controlling every part of the anatomy. So potent is this control that all action, whether normal or abnormal, is absolutely dependent upon the condition of the nerves radiating from the spine. A wrench of the vertebral column displacing the two movable notches which form the foramina invariably leads to some disturbance of that portion to which the nerves proceed and end."

(Page 51, *"The Science of Chiropractic,"* Vol. I, Palmer, 1906-1910.)

"Gray asserts, under the head of surgical anatomy, 'The ligaments which unite the component parts of the vertebrae together are so strong, and these bones are so interlocked by the arrangement of their articulating processes, that **DISLOCATION IS VERY UNCOMMON**, and indeed, unless accompanied by fracture, **RARELY OCCURS**, except in the upper part of the neck. Dislocation of the **OCCIPUT FROM THE ATLAS HAS ONLY BEEN RECORDED IN ONE OR TWO CASES**; but dislocation of the atlas from the axis, with rupture of the transverse ligament is much more common; it is the mode in which death is produced in many cases of execution by hanging. In the lower part of the neck—that is, below third cervical vertebra—dislocation unattended by fracture occasionally takes place.'"

(Page 96, *"The Science of Chiropractic,"* Vol. I, Palmer, 1906-1910.)

"Walton asserts, in a late New York Medical Journal,

"'Cervical dislocation occurs more frequently than is generally supposed, and the results of the injury are nearly always susceptible of speedy, safe, and complete amelioration. Three methods of treatment have been proposed: 1. Reduction by traction, with or without abduction, and rotation. 2. Reduction by abduction and rotation, but without traction. 3. Reduction by dorso lateral flexion combined, if necessary, with slight rotation. This last method, in the author's opinion, is the best. The employment of traction is a futile measure. Not infrequently reduction takes place spontaneously, during sleep, at other times it occurs accidentally during the relaxation produced by an anesthetic. In seven cases observed by the author reduction took place as follows: Two reductions occurred in sleep, three during etherization, and two were affected by operation.'

"Cervical dislocation—partial displacement—is much more common than is supposed by medical men. The replacing of which is safely and quickly done by the hands of a Chiropractor. Instead of using a machine to stretch the spine, moving the vertebrae from or around its axis, we adjust by hand, using the spinous processes as levers."

(Page 97, *"The Science of Chiropractic,"* Vol. I, Palmer, 1906-1910.)

"Dr. Erichsen declares, 'Dislocation of the articular processes of the cervical vertebrae occasionally occurs. In these cases the patient, after a sudden move-

ment, or a fall on the head, feels much pain and stiffness in the neck, the head being fixed immovably, and turned to the opposite side to that on which the displacement has occurred. In these cases I have known reduction effected by the surgeon placing his knees against the patient's shoulders, drawing on the head, and then turning it into position, the return being affected with a distinct snap.'

"If the victim of the following mishap should read the above two cases he would feel like directing the Old School to the new method. The following is copied from The Davenport Republican, Jan. 1, 1905:

"'Frank Runge, who lives at 611 West Sixteenth Street, has enjoyed the unique distinction of having his neck dislocated and fixed. One morning he did not arise from his slumbers as soon as his sister and aunt thought he ought to. So they went to his room, and each taking hold of a foot, tried to pull him out of bed. He playfully resisted and in the melee that followed, he managed to displace five bones in his neck. The bones being the atlas, axis, third, fourth, and fifth cervicals. The accident was a painful one. Runge's head was so turned that his face looked over his shoulder. The young man was carried from his home to a buggy, and driven to the office of Dr. Palmer, who realized the trouble at once. After three adjustments he had the neck in as good working order as ever. The cure was as remarkable as the accident was peculiar. Runge feels all right but has no desire to go through the ordeal again. Next time his sister and aunt try to pull him out of bed, they can pull all they want to—he will not resist.'

"The above reduction was made with the hands, using the spinous processes as handles."

(Pages 98-99, "The Science of Chiropractic," Vol. I, Palmer, 1906-1910.)

"Samuel Cooper, with a physician's understanding, remarks:

"'Spontaneous displacements of the atlas may depend upon caries and scrofulous diseases of the articular surfaces, or upon the exostosis of its transverse process, or a similar tumor growing from a neighboring portion of the os occipitis, or petrous portion of the temporal bone. By these causes the anterior, or posterior arch, or one of the sides of the atlas, has been made to intercept a third, the half, and even two-thirds of the diameter of the foramen magnum. Notwithstanding the very remarkable constriction of the medulla spinalis thus occasioned, life may be carried on, and the nutritive functions performed sufficiently well to afford time enough either for the exostoses to attain a large size, or for the ankyloses, binding together the head and most of the cervical vertebrae, to acquire great solidity. The atlas is never found free and distinct, when thus displaced, but is confounded at least with the os occipitis, and mostly with five or six of the adjacent vertebrae. Another interesting fact is that, in cases of this description, the joint between atlas and occiput is never the only one which is displaced and deformed, unless the disease be very slightly advanced; for the articulation of the processes dentatus with the atlas, and sometimes that of the point of the same process with the occiput, are considerably affected. Sometimes the processes dentatus and the occiput retain their natural position with respect to each other, and the atlas alone seems to be displaced between them. Sometimes the second vertebra is out of its place with respect to the os occipitis in the same direction as the atlas, but in not so great a degree. Lastly, in some other instances, the two vertebrae are twisted in opposite directions, as for instance, one to the left, other to the right, or vice versa.'

"Cooper states that displacements of the atlas DEPEND UPON caries, scro-

fulous diseases of its articular surfaces, exostoses, tumors or an ankylosis. The facts are, as proven by Chiropractic, that by the displacement of the atlas, nerves were impinged in the intervertebral grooves, above and below, thereby deranging their functions. Remember this: diseased conditions are but effects of maladministration of mental impulses. Instead of some diseased conditions being the cause of others, the above abnormalities are all accounted for by the acts of the mental impulses performed in an irregular manner."

(Pages 102-103 "The Science of Chiropractic," Vol. I, Palmer, 1906-1910.)

"Simpson writes unbiased on this subject, and gives us a ray of light.

"Concerning the frequency of dislocation of the vertebrae, widely different opinions have been held; some denying even the possibility of dislocation without fracture, others think them extremely rare, and others, again, claiming they are quite common. The nerve trunks at their point of emergence through the intervertebral foramina may be compressed between the articular process of one vertebra and the body or pedicle of the other.

"The possibility of the occurrence of pure dislocation of the lumbar vertebrae, which has long been in doubt, because of the close interlocking of the processes and the strength of the ligaments, is proved by two cases collected by Blasious."

"Howe refers to this subject by saying:

"In the cervical and lumbar regions, where motion is not restrained by the vertical articular surfaces, dislocation can occur without absolute necessity of a fracture, but in the dorsal region, where the processes overlap, and are closely locked, simple dislocation seems impossible. However, there have been reported during the last few years a number of well authenticated dislocations of the vertebrae, in different regions of the column. The case of Charles Butcher, who slipped on some steps while carrying a heavy load on his head, in the end, proved that a vertebral luxation can occur."

(Pages 106-107, "The Science of Chiropractic," Vol. I, 1906-1910.)

"The spinal column is the central axis of the skeleton. It supports the head superiorly, ribs laterally, and through them the weight of the upper extremities. The head rests upon the lateral masses of atlas; then transferred to the superior articular surfaces of the axis; from there to the body of the third, and slightly to the articular processes by way of the strong arch of the axis. From this the weight is transmitted downward, mostly through the bodies of the vertebrae, and partly through the articular processes to the sacrum, thence to the hip bones and to the lower limbs. If all vertebrae are normal in shape, the weight is conveyed in the medial axial line, and the owner walks erect. These conditions are not always to be found. Innate occasionally builds deformed vertebrae, oftener of the first three cervicals, or last lumbar; the former causes the head to lean toward the lower or thinner side. The last lumbar is frequently found ankylosed to the sacrum by one or both alae. In such malformations there is more or less tilting of the hips, a defective gait which corresponds to the abnormally deformed sacrum. Displaced vertebrae, whether accompanied by fracture or not, cause a deviation from the axial line.

"The spine is a flexous and flexible structure composed of bony segments, between which are interposed elastic fibrous cartilages called discs.

"Flexation, extension, and rotation have a normal limit, to a more or less extent, in all parts of the spinal column; these various movements are due to these elastic cushions. The intervertebral cartilaginous discs are not always of the same consistency or elasticity, the difference depending upon age, and

whether they have been subjected to excessive heat, better known as fever.

"A vertebra does not rotate on its central axis. The rotating center is confined to the articulating processes. The normal deviation of each vertebra is as three of the body to one of the posterior arch and processes.

"Cartilages of the vertebrae are liable to be fractured or separated from its adjoining bone by wrenches; such cannot be united as are the bones and other tissue, for they contain no nerves or blood vessels. Such fractures, whether the cartilage itself, or where it is united to the centra of the vertebrae, are repaired by Innate Intelligence encysting the break, ankylosing the two vertebrae with osseous material, which, when hardened, is named exostoses.

"The nodding or rocking of the head is largely dependent upon the articulations between occiput and atlas. When we observe the great variation in the shape and size of these rockers, we no longer wonder why we readily recognize our acquaintances, at a distance, by their distinctly peculiar movements of the head. The occipital condyles, or head-rockers, are of various curves of convexity and obtuseness, approaching more or less anterior and deviating accordingly posterior, nearer in front and diverging behind. To get a comprehensive idea of the unlimited variety of natural movements, let us think of rocking chairs with as many shapes as we find in condyles and their atlas articulations. Some are flat, or nearly so, which would allow but little rocking movement, no more than a straight curve. Others have symmetrical curves, suggesting that the person in such a rocker could not well resist a continual motion of the head. Occasionally we find the articular surfaces of condyle rockers divided into two separate parts by an open space, near the center. To comprehend the peculiar jerky movements, this would give the head, let us consider what a difference a notch in the center of one or both rockers of a chair would make. Some condyles are of a V shape, the apices of the atlas articulations are in the center and pointing downward. We can well imagine the awkward rocking motion of such, whether in the human or a rocking chair. Add to the above differences, the third occipital condyle that articulates with the odontoid; what differences this would make in the movements of the head is difficult to imagine. To my mind, it would be like adding the fifth wheel to a wagon. We must also take into consideration the changes made by fractures in disease, and that no two atlases are articulated alike, or of the same shape, weight or size. Some are smooth, others rough; some heavy, while others are light; some have no spinous process; in fact, such is the rule, while there are those which have prominent neuropophyses, or an open arch instead. The usual horizontal position of the head may be varied by an obliquity of the atlas anterior, a variation in the carriage of the head conspicuous. These deviations are largely due to the difference in the thickness of the lateral masses of axis and the obliqueness of the anterior articular surfaces of the odontoid. A change in the position of the head may be caused by a fracture of the neck of the odontoid, which, when healed, in an abnormal position or absorbed as a waste portion of the osseous tissue, allowed the posterior arch to rest on that of the axis, or the atlas may be crushed into the jugular process on one side, as shown by two specimens in The PSC collection.

"These different movements of the head, and positions in which it is carried, are generally thought of as habits, but when we study them from an anatomical point of view, the cause is explained.

"The rotation of the head is mostly done by the atlas revolving on the axis, the first on the second vertebra. A cursory examination of the articulations

between the masses of the atlases and axes of a hundred specimens reveals many shapes and sizes, all of which would produce different movements."

(Pages 151-152-153, "The Science of Chiropractic, Vol. I, Palmer, 1906-1910.)

"Complete dislocation of the vertebral column accompanied with fracture, those in which the articular surfaces have lost wholly their natural connection, have long been recognized by the medical world. While it is true that vertebrae of the spinal column are so interlocked by their articulating processes that complete luxations without fracture seldom occur, subluxations, slight displacements where the two articulating surfaces have lost only part of their natural connection are much more common; in fact, are of daily occurrence. These are not the complete dislocations known by the medical profession, yet a knowledge of them has done more to explain the time-worn question, 'What is the cause of diseases?' than all doctrines advanced by medical schools from the time of Hippocrates to the present day."

(Page 167, "The Science of Chiropractic," Vol. I, Palmer, 1906-1910.)

"Relative Frequency of Subluxations in 213 PSC Cases Examined from May 3 to August 6, 1909.

Atlas	160
Axis	55
3rd C.	26
4th C.	122
5th C.	41
6th C.	110
7th C.	3
1st D.	106
2nd D.	75
3rd D.	89
4th D.	96
5th D.	68
6th D.	74
7th D.	101
8th D.	77
9th D.	63
10th D.	84
11th D.	89
12th D.	82
1st L.	90
2nd L.	98
3rd L.	79
4th L.	84
5th L.	73
Sacrum	74
Total number of subluxations	2,019
Average number of subluxations per case	9½"

(Page 31, "The Science of Chiropractic," Vol. III, Palmer, 1911.)

"You must have a something soft impinged by two somethings hard to obstruct current flowing between the brain and the tissue cell. A hose is soft and passes water—to impinge this with a foot on one side and the hard earth on the other is to flatten the hose until the flow of water is stopped. The spinal cord passes through the spinal foramen. You, who have studied an atlas, can draw a picture of what the spinal foramen looks like when the odontoid

process is in position. Draw in your minds the shape of the foramen, then picture the changed shape of the spinal foramen in the axis. Here are two bones, one on top of another. There are two changed spinal foramen shapes, yet when the atlas sits exactly on top of the axis we find the shapes correspond and are alike; but sublunate this atlas, if you will, to the right or left and by so doing you produce a constriction in the true sense of pressure upon that spinal cord as it passes between the inferior surface of atlas and the superior surface of axis. You are moving one bone to one side of the other and impinging that spinal cord just as much, in fact more, as it passes through there, than if you picked out some particular spinal nerve as it passes out from the spinal cord. This exists as a pair of windows, one above and the other below, between them passes the spinal cord. If one is exactly above the other then the size of both is the same, but slightly twist one on the other and the shape of the passage changes to the extent that a constriction exists between them. How much this proves a constriction depends upon how much of a subluxation you have. That is, the subluxation of that bone may produce pressure purely upon some of the fibers on the right side of the spinal cord.

"These particular fibers come through that spinal cord, go to 12th dorsal, pass outward and end in the kidneys and you wonder why an atlas subluxation makes kidney trouble. In other words, it makes no difference where the constriction is, a constriction is a constriction and where it is does not modify the original condition of shutting off or hindering the transmission of currents.

"As an illustration, suppose it is ten feet between the dynamo and motor and a pair of wires connect them. It makes no difference whether you interject a rheostat one, two, three, seven, or nine feet from the dynamo, the effect at the motor would be the same. This is also true of man. Those nerves, coming from the brain, go through the spinal foramen, and it makes no difference whether the pressure be at atlas, 7th cervical, 10th dorsal, or 12th dorsal, so long as the pressure IS there without modifications. That is, if THE SAME KIND OF A PRESSURE is transferred from 12th intervertebral foramina to an atlas spinal foramen pressure, the other conditions being equal, the effect will be the same at the periphery. The question is, are the other conditions equal?

"Pressures are possible; look at your spine and see. Interferences can exist, hence lack of function. Lack of expression would be only at periphery, hence the tips of nerves would but show effects. The starting and ending of nerves are equal to the original basis, but the location pressure is now subject to change to any place between the source and the periphery.

"Take a given irrigation system. Your mountain is in one place and your lead and periphery pipes are variously distributed. Let a tree fall across and dam a feed pipe ten miles long, it makes no difference where that tree falls, the effects at the ends of the pipes will be the same, taking it for granted that the obstruction is the same in quantity and size. If that subluxation is great enough you may produce a pressure upon some fibers on the left as they are going on their way to the heart. You wonder why under specific work of adjusting one vertebra only for an extended time you failed and you more than wonder why an atlas adjustment restored the function of the heart and the right kidney and made them well.

"You don't need to confine this idea to an axis and atlas. The same condition can exist between atlas and third cervical; the third cervical and fourth; or between any two consecutive vertebrae of a spinal column. It is not possible at 12th dorsal to produce pressure upon nerves which go to the heart because the heart fibers have already left the spinal cord at a higher point, consequently they are not there to have pressure upon. When you get a subluxation at 12th

dorsal you might notice any abnormal conditions existing from that 12th dorsal down according to how much it may be producing a pressure upon the spinal cord. You cannot affect peripheries where they have existed from the cord at a point above the now subluxated vertebra. Where it may be producing pressure upon this spinal cord depends upon what kind of a subluxation you have.

"If you have a picture of these foramina as they are between two vertebrae, you can find that the spinal cord would be passing through them nicely, for it is true the inferior surface of one spinal foramen and the superior surface of the contiguous spinal foramen form an intervertebral spinal foramina for the spinal cord on the same basis as the lateral intervertebral foramina are formed. The fundamental remains the same. Look at two vertebrae, the only difference is that the openings are flat and face upward and downward and the other opening is standing on edge and faces from left to right. You have a posterior subluxation from above downward; compare the positions of the two and one is more posterior. The opening between these two vertebrae is smaller than it is between two vertebrae that are below where one is in exact ratio with the other. There is then a pressure upon the rear portion on the superior surface of the lower vertebra, and also pressure on the anterior portion of the inferior surface of the vertebra above. Make a right subluxation and you are producing a pressure upon the left of that spinal cord; produce a left subluxation and you are producing pressure upon the right of that spinal cord. Consequently, you can see the endless combinations from atlas above to sacrum below.

"It would not be uncommon to say you might have a 12th dorsal subluxation and be able to trace tender fibers from every one of the inferior lateral intervertebral foramina and yet not find a subluxation in any lumbar vertebra. That can all be possible and it would seem then that an adjustment at these points would be entirely unnecessary because the disarrangement of material conditions and the specific multiple pressure is at 12th dorsal.

"I will repeat, to get this clear in your mind. We can have two kinds of intervertebral foramina where pressure or constriction upon nerves can exist; one is upon left and the other upon right side between vertebrae commonly known as the "intervertebral foramina" but which we must designate now as the lateral intervertebral foramina. The second is the intervertebral foramina that exists between the two vertebrae bounded on the superior by the inferior surface of the spinal foramen of the vertebra above and bounded on the inferior by the superior surface of the one below, and any consequential abnormality or material disarrangement of these two vertebrae, one upon the other, makes a constriction UPON THE SPINAL CORD passing down one to the other. In the lateral pressure, we have but a few nerves involved, hence while the effects are multiple, yet compared with the other effects we would call this a single pressure with single effect pressure. The perpendicular pressure would create multiple pressures, that is, upon many sets of "spinal nerves", hence the effects would be multiple effects. This becomes now our perpendicular intervertebral foramina—the intervertebral foramina existing from above downward."

(Pages 42-45 "The Science of Chiropractic," Vol. III, Palmer, 1911.)

"In point of importance I would place the atlas first and each succeeding one, coming down, next. At the first mentioned place the opening is more crowded with more fibers. It is a peculiar fact that even though more fibers pass through the spinal foramen at this place, the opening is comparably smaller, thus any subluxation tends to make itself more felt. A slighter subluxation could exist in the atlas and make more trouble than a greater degree

of subluxation would in the lumbar region, because of the difference in the number of fibers, the difference in sizes and shapes of openings, etc.

"We have had the opinion handed down by medical men that vertebral subluxations were impossible without fracture or death as a consequence and that idea ruled the world to such an extent that a new science advocating that vertebral subluxations were of frequent occurrence had a slow growth. We have proved to the satisfaction of the scientific world, who have investigated it, that this is a reliable and trustworthy fact and they rely upon it to the extent that anatomists are granting today that vertebrae can be subluxated. Later we advocated the theory that subluxations did produce pressure (without fracture or death) upon nerves as they emitted from the sides of vertebrae. Now we can take it one step further and say that subluxations, which would diminish the size of lateral foramina would, by the fact of subluxation of bone on bone, diminish the size of the opening from above downward on that spinal cord (without fracture or death), consequently thus open up a larger and broader viewpoint.

"Take your spinal column and look, not from side to side, and study the size of those superior and inferior foramina and how they are diminished; change the position of one vertebra upon another, and look FROM ABOVE DOWNWARD and study the change it makes when you get a posterior subluxation on the side of the spinal opening not in each vertebra but the changed position between the openings of the one and the other, and you can see the difference that would make. Then produce left and right subluxations and you will find these changed positions do produce multiple specific pressure here or there upon that spinal cord for, understand, this spinal cord is more carefully regulated and more subject to pressure than lateral subluxations, because vertebrae are subject, in lateral subluxations TO BE SEPARATED, opening the window, but in this way the spinal cord is entirely surrounded by bone. There is no manner or way of it escaping pressure, consequently it means much to find just where this pressure is if we can. We are opening up a question which makes our logic more clear and application the same as it is today."

(Pages 46-47, "The Science of Chiropractic," Vol. III, Palmer, 1911.)

"The Cervical Vertebrae

"These are the smallest and most delicately constructed of the entire column, and are especially adapted to the great mobility of the neck. The bodies are generally concave from side to side on their articular surfaces, owing to the elevation of their lateral borders, and concave from before backward, in consequence of the front border extending downward. The arches are broad but comparatively shallow, and the spinal foramen which they enclose is heart-shaped, gradually enlarging from the second to the fifth and diminishing from the latter to the seventh. The spinous processes vary markedly, being wanting usually in the first cervical vertebra, large and strong in the second and seventh, and small and bifid in the intermediate vertebrae. The laminae are long and narrow, while the pedicles are directed backward and outward. The articular processes, situated at the junction of the laminae and pedicles, have their surfaces directed upward and backward above, and downward and forward below. The transverse processes are not strongly developed, but are reinforced by the costal processes which extend from the sides of the body and join the transverse processes at their extremities by a bridge of bone, thus enclosing the vertebral foramen.

"The bony landmarks of the neck are very few, but they are very important. They can be ascertained by pressure or palpation, and by changing the relative positions of the head and trunk.

"When the body is upright, with the shoulders squared and the head held so that the face looks straight forward, a line drawn obliquely from the occipital protuberance along the body of the lower jaw to the chin is about parallel with a line drawn from the lower border of the first dorsal vertebra to the top of the sternum; and these two lines may be considered as the upper and lower limits of this region. The atlas vertebra cannot be felt at the back of the neck throughout the external parts, but by bending the head forward or backward the spinous processes from the second (inclusive) to the seventh cervical vertebra can be readily detected. The seventh vertebra is always so well marked that it has received the special designation of the 'vertebra prominens.' Owing to the obliquity of the spinous process of the fifth vertebra, it is on a level with the disc between the bodies of the fifth and sixth. On the sides the transverse processes of atlas vertebra can be felt in front of and below the mastoid process, and by deep pressure in the supraclavicular fossa the transverse process of the seventh vertebra can be distinguished. About a finger's breadth above the latter, the head being moved from side to side, the anterior tubercle of the sixth vertebra is perceptible to the touch, which, because of its relation to the overlying carotid artery, is known as the 'carotid tubercle.'

"The costal process in connection with the seventh vertebra is sometimes developed as a movable cervical rib. Seven large ones of this kind are in The PSC osteological collection.

"The cervical vertebrae which present especial features are the first, second, and seventh.

"Subluxations of these vertebrae are common. The atlas (presenting special features) and the fourth are most commonly subluxated; the atlas would be a close third, the balance diminishing as they go from these centers."

(Pages 106-108, "The Science of Chiropractic", Vol. III, Palmer, 1911.)

"Functions and Organs Involved. Location of.

"According to extended experience the nerves emanating from the superior of atlas convey mental power to express ALL the functions of and in the brain, in the majority of cases controlling the functions of hearing as far as concern acousticity; the repairing of cranial fractures. A large majority of the nerves found terminating in brain and skull, enter from the spinal cord at this point.

"Adjustments necessary to correct each.

"Each subluxation of the atlas must be analyzed according to its abnormal position; the adjustment, in general, depending upon the correction of the same to a median line both horizontally and perpendicularly. I know of no other vertebra requiring such exact skill to accomplish the right results."

(Page 132, "The Science of Chiropractic," Vol. III, Palmer, 1911.)

In spite of the fact we adjusted MANY places; we got sick people well. We took an atlas into almost every combination, and we got sick people well then as we do now.

We said above "and who didn't have one", because then we did not know difference between headache which we believed to be a direct pathology, and mental interpretation of an external physical condition in some other part of the body to which it was adaptative. Because we found "headaches" in greater or less degree

in ALL cases, we almost always "threw in" atlas for "headache" on all cases.

We had taken unexplored continent and reduced it to a systematization based on nerve tracing; systematization of distribution of nerves according to organs fed; a hook-up with certain areas in spine with certain organic viscera and tissues; established a series of definite tables of zones or merics; established a new nomenclature of terms to explain this new system (such as osseomere, myomere, neuromere, viscemere, etc.); and had introduced THE IDEA of a direct hook-up because thereof, between organ AND VERTEBRAL SUBLUXATION.

INFERIOR MERIC SYSTEM WAS A RESULT.

If fundamental principle of Chiropractic was correct, viz., that ALL mental impulse supply came from brain and flowed to body, that brain was the superior portion to which spinal cord, spinal nerves, and lower body were the inferior portion.

If inferior nervous system was subject to systematization into a meric system, then superior brain portion was likewise.

ALL brain above manufactured, generated or developed ALL power expressed and functionated in ALL body below.

As inferior portion was subject to zone divisions, so must brain above be subject to zone divisions to correspond.

Examples: Organic liver below had its zone. There must be a superior brain liver zone to manufacture energy expressed in organic liver zone below. Organic stomach below had its zone. There must be a superior brain liver zone to manufacture energy expressed in organic stomach zone below.

As every section of body below was subject to divisions, to express function, so was brain above subject to same number of divisions, to manufacture energy for them. Out of this grew the SUPERIOR meric system. One of our early books carries a complete study of SUPERIOR as well as INFERIOR meric system, showing systematic divisions and locations of sections of brain above to correspond, mate, and fit with systematic divisions and locations of sections of body below.

Later, this knowledge worked in admirably with research when we began working with localizations of sections of brain to hook up with nerve circuits of mental impulse flow between brain and body, with peripheries of nerves in sections of the body, when working with electroencephaloneuromentimpograph calibrating and recording graph wave patterns.

We have been able to prove existence of and connections between definite locations of portions of brain with definite portions of body, with definite paths of efferent and afferent nerves, in mental impulse flow circuits, thruout human body.

Now that we felt secure in settling question of WHERE to adjust, we began to research and work upon HOW to adjust these places palpated, at places hooked up with organs.

Our first major step was TO PUSH vertebra, believing DEAD WEIGHT was vitally essential. We studied many methods and means of PUSHING bumps, even to canvas bags of shot on our shoulders, some as heavy as two hundred pounds. We went thru many, various, and devious ways of stiff-arm pushing bumps.

Our second major evolution, in adjusting art, was *push and pull* — principle being that if somebody would pull feet down, and another would pull head up, pulling away from each other, it would separate vertebrae and make it easier TO PUSH the bump. We studied many ways and means of stiff-arm PUSHING AND PULLING bumps.

In PUSH period or PUSH AND PULL period, WE shoved vertebra to where we thot it belonged.

Our third major evolution, in adjusting art, was the recoil. That was based on a study of kinematics of spinal column, regarding it as a mechanical lineshaft; a study of mechanical movement, regarding subluxations as mechanical deviations; an accidental concussion of forces, where invasion was greater than resistance; REduction being a reversal of PROduction, viz., a reversal of accidental to intentional concussion of forces; a reversal of PROduction to REduction.

During era of recoiling, we studied resistance and invasion, both causative and corrective. When resistance is low and invasion high, a subluxation occurs. When resistance is high and invasion low, a subluxation does not occur. When invasion is low, and resistance high, subluxation has difficulty being corrected. In an adjustment, invasion is high and resistance should be low, if it is a subluxation intentionally corrected.

We learned the geometric law of speed and penetration value as against slow no-penetration value of a push. During World War I, a rifle was developed which would shoot a soft-nosed lead bullet 2,000 yards and penetrate thru 18 inches of Bessemer steel. Why? Speed. Speed lowers resistance and increases cleavage.

We learned how to use arms into a toggle mechanical action — toggle meaning a double-acting joint, where little does much. We

took toggle double-acting motion, speeded it up with a recoil mechanical motion, where that toggle did much.

With this knowledge, we studied jujitsu, with purpose of learning how to turn resistance of cases against themselves; to make resistance passive, that invasion could be high to overcome resistance.

Jujitsu takes advantage and makes it into a disadvantage; takes contraction and forces it to a relaxation, so invasion can be less to accomplish more.

In the RECOIL period, INNATE IN PATIENT made the minute and final refined correction of replacement.

That any man can PUSH and/or PUSH AND PULL bones into arbitrary places HE thinks they should go, has long been believed. That some ways of PUSHING and/or PUSHING AND PULLING bones are easier than others, is obvious.

We studied to find easy ways, when we were studying that kind of work.

Majors and Minors subdivision of meric system was a desire to separate few from many; to eliminate important from unimportant; to cull vital from non-vital vertebral subluxations.

Example: A case might complain of ten troubles, such as headache, catarrh of nose, palpitation of heart, tuberculosis of lungs, rheumatism, monoplegia of right arm, etc. Obviously, palpitation of heart and/or tuberculosis of lungs was more vital to early death and short life than all the rest. Adjustment, then, should be confined to HP and L.U.P., rather than to eight other or all ten places.

In those days, we thought it better to permit Innate to concentrate healing forces to TWO OR THREE places rather than spread them over ten.

We realized later in doing less we were doing more; by centralizing and specializing, we were gradually working to a realization our patient was suffering no loss by neglecting other eight; on reverse, we were proving that neglecting eight was not a neglect because neglecting them proved we were neglecting nothing.

Majors and Minors was a definite step to prove that elimination was not a loss, but was the beginning of thinking along the lines of A SPECIFIC.

Professor of Pathology, Leland, Stanford University, Palo Alto, California, stated "That man does not live who can move vertebra, by hand only, of a living person."

To prove his contention, he took two vertebrae from the recent state, hung one down from the ceiling, by hooks; put hooks into the other, piled on DEAD WEIGHT, and found that it took more than 4,000 pounds before one vertebra began to separate from other, before ligaments would stretch, etc.

"Therefore," he said, "no man lives who can exert 4,000 pounds pressure to move one from the other."

We made same test. Found his figures approximately correct.

We asked him to make a simple test:

Take a piece of soft pine 2 x 4. Take a spike, support it so it does not fall, put point ON pine board. Pile up DEAD WEIGHT on spike and see how much DEAD WEIGHT it would require before nail would penetrate or move into wood.

We then asked him to make another simple test:

Take same piece of soft pine 2 x 4. Take same spike. Take an ordinary hammer weighing approximately two pounds. Place hammer in hands of a girl weighing less than one hundred pounds and ask her TO DRIVE SPIKE into pine board. He would find SHE could do so WITH GREATEST OF EASE.

Difference is between much DEAD WEIGHT AND LITTLE MOVING WEIGHT, for MOTION of two pounds took on speed and geometrically stepped-up two pounds to more than four thousand, in exact ratio as speed was introduced, and moved spike INTO board.

Same is true of adjusting a subluxated vertebra. Dead weight or push value of DEAD WEIGHT is low. Live weight, or motion-speed value of action weight is geometrically high.

The Chiropractor takes his two arms, weighing less than fourteen pounds, places them together to make a toggle mechanical motion and, by speeding action, makes fourteen pounds into sufficient penetration value to move ANY subluxated vertebra by hand only with ease.

So far, we have taken you thru the development of WHERE to adjust; HOW to adjust.

While this was going on, we were simultaneously going thru third development, viz., working on and changing adjusting tables to best accomplish objectives we sought to improve and attain.

D. D. Palmer's first table was a flat, one board, one piece, hard table.

Second table was a divided bench.

We elevated front piece.

We came to hi-lo, up and down by springs; to hi-lo, up and down by mechanical means, air pressure, electric motor.

We came to Evins-Palmer hi-lo, knee-chest posture, to take advantage of jujitsu principle.

Then we came to lateral posture table when atlas took prominence in adjusting.

Lateral posture table did two things:

(1) It made relaxation a natural thing, which could be super-induced by position of head-piece, with shoulder low.

(2) Atlas was ONE torque, then when we turned the head (as was true on all other tables) it introduced SECOND torque. Lateral posture table eliminated ONE torque, turning of head. We now adjusted ONE torque — not two. It is easier to accurately and easily adjust an atlas or axis with ONE torque than two. Many still try to adjust atlas or axis with two torques and find it difficult, if not impossible. So would we.

Step by step we studied, researched, and tried various ideas, plans, and methods suggested by others as well as those we developed, to eliminate elements which held down failure percentage.

Atlas or axis is a *three-direction* vertebral subluxation:

Each direction must be adjusted out to restore normal position to release pressure.

Three directions constitute a torqued vertebra.

Patient lies face-downward on table; head turned to left or right.

Patient already has a vertebral subluxation torque.

Table-posture now introduces second or posture-torque.

Adjustment should be elimination of vertebral torque.

You are now called upon to adjust TWO torques — vertebral torque, table-posture torque.

For this and these reasons, lateral-posture table which eliminates table-posture torque; face downward, head-turned torque.

This applied regardless of whether adjusting atlas or axis, both being same in this respect.

In 1910, we began first great upheaval in transition from theories to proven facts; from opinions to knowledge; from hypotheses to science; from dogmatic conclusions to scientific conclusions.

At first we "SAW" vertebral subluxations; later we PALPATED for vertebral subluxations.

A vertebral subluxation contained FOUR vital elements:

1. A misalignment, sufficiently large to disarrange articulatory relationships between co-responding vertebrae above and below;
2. to occlude a foramen;
3. to produce pressure upon nerves;
4. to interfere with transmission of normal quantity flow of mental impulse supply between brain and body.

Were those things we SAW or PALPATED doing these FOUR things?

A vertebral subluxation was a condition INSIDE, deeply imbedded under tissue structure.

A vertebral observation, and conclusion, were based on what we SAW or that we PALPATED on surface, or outside of tissue structures.

Were our conclusions true to facts, sound, or were our eyes and fingers deceiving us?

A study of osteological specimens, in the world's largest osteological collection, showed many deviating factors, such as bent spinous processes, bent transverse processes, anomalous vertebral ossification, fractures with misplaced segments, etc.

(Later: We enlarged upon this subject in VOL. XVIII, under heading OSTEOLOGICAL VARIABLES AND CONSTANTS.)

These we could not SEE or FEEL. X-ray DID see and reveal them.

We began in 1910 to check ourselves. We found in a large percentage our eyes and fingers WERE deceived.

Did our profession take kindly to this step-up efficiency and proficiency? History records vividly the warfare the profession waged AGAINST spinograph invasion.

Was it possible for a non-thinking, non-feeling machine to do something better than thinking and feeling man? *Every* other school *opposed* its adoption. Practitioners proclaimed it of the devil, coming from a devil.

Today, forty years later (1950), *every* Chiropractic school but one *has adopted* spinograph methods and purposes. Thousands of X-ray equipments are in use in offices. It is now universally adopted for accuracy in checking and correcting former methods. X-ray

proves location and position of misalignment, before and after adjustment. X-ray shows, by comparison, size of foramen, its occlusion or enlargement, both before and after adjustment.

In 1923, we began the second great upheaval in transition from theories to proven facts; from opinions to knowledge; from hypotheses to science; from dogmatic conclusions to scientific conclusions.

At fist we took for granted that tender nerves entered the spine at a certain point; that was THE location where pressure was upon nerves and therefore was THE location of interference to transmission of mental impulse supply between brain and body.

Was THAT theory, opinion, hypothesis, and dogmatic conclusion sound, true? Were our conclusions true to facts, sound, or were our minds deceiving us?

In 1923, the Neurocalometer came into being. Its mechanical potentialities have never been questioned. That it could do what we said it would has never been questioned. That it read heat in minute quantities was obvious. But, did it locate pressure upon nerves and thus record locations of interferences? How could anyone know, without researching facts?

We came to conclusion that nerves could be hot from point of PRESSURE to point of expression at periphery. Where, then, WAS point of PRESSURE? Was it at meric system exit from spinal column, where it was found tender on pressure; or was it some OTHER place superior or inferior to that?

That appendix IS HOT in appendicitis is obvious. That nerve IS HOT between appendix AND its exit from spinal column, at approximately second lumbar, is obvious.

Was it hot ABOVE that exit, in spinal cord? If so, how far back up into spinal cord WAS IT HOT?

Obviously, if vertebral subluxation pressure-upon-nerves, interference-to-transmission principle was sound, it went back TO point of pressure. Heat was found at ONLY ONE place – occipito-atlantal-axial region.

THE SPECIFIC was finally located!

Did our profession take kindly to this step-up in efficiency and proficiency in proving points three and four? Past history records vividly warfare profession waged AGAINST its invasion.

Was it possible for a non-thinking, non-feeling machine to do something better than thinking and feeling man? *Every* other

school opposed its adoption. Practitioners proclaimed it of the devil, coming from a devil.

Today, thousands of neurocalometers are universally adopted for accuracy in checking and correcting former methods. Neurocalometer proves points three and four in location and position of pressure and interference, both before and after adjustment; its presence or absence.

At first, a "bump"; to correct it, a shove.

As education advanced, we called it a "dislocation."

Our ability to TREAT it by shoving became better.

The "bump" became a subluxation. We no longer shoved; we PUSHED OR PULLED in "treating" it.

Then came the kinematics of the spine, normal and abnormal. We no longer TREATED; it was an adjustment.

Later, we introduced Chiropractic orthopedy. Our adjustment then became the recoil.

Then we had a spinographic series of observations. As a consequence, we introduced the TOGGLE RECOIL, "206."

Our experience was similar to Erlich "606" Salvarsen, Palmer "205" — *Old Moves*.

A man who graduated in 1896 used OLD moves 1 to 6 unless he returned to get the latest. A man's shove, push, or pull, recoil, is a criterion to the year he graduated.

Each "move" was good and represented elimination of bad below; acceptance of good points. Ten per cent of Move 2 was better than one hundred per cent of Move 1. One hundred per cent of Move 2 was equal to one per cent of Move 15.

Ehrlich — his vow; twenty years to make good. Ehrlich made "606" experiments; had assistants who were students; wanted a SPECIFIC.

Suppose a student opened a school while Ehrlich was with "150" — what would the graduate teach?

Suppose another kicked off during the period of "225" to "300" started a school, could he teach more than he knew?

Ehrlich worked twenty years, tried "606" experiments, attained his SPECIFIC.

Suppose you had become his student? Would you ask for something he denied? Would you demand that which he proved failures? Would you secure something short of "606" in spite of his experi-

ences? Would you secure, of HIS earlier student, that which the master refused to give?

Why did Ehrlich's pupils teach that which Ehrlich proclaimed a failure? Why did they not teach Ehrlich's "606"?

Suppose you had gone to Ehrlich who had spent twenty years, tried 606 experiments, had made 605 comparative failures, had secured his coveted "specific", and you asked him for a mixed, assorted allotment — you did not care for his "606". What would he say? Would he sell anything short of his best, knowing life's work depended upon it?

If MONEY were Ehrlich's aim, he would give anything you wanted and could pay for, wouldn't he? If Ehrlich wanted money, why did he suffer ostracism, permit ridicule and financial privation when he could have cashed in and stopped at any time?

Ehrlich sold nothing short of his best, at whatever period he sold. He would not step down to a failure, for cash. He was conscientious, truthful, and true to humanity and his vow to the syphillitic.

We have originated "206" ways of shoving, pushing and pulling, or recoiling subluxations.

Palmer — his vow to do least to accomplish most, to greatest number, in shortest time, at least inconvenience in time, labor, or cost, to be as simple and in use by majority as soon as possible.

We wanted a "specific"; a specific spot for cause of EVERY dis-ease; a specific way for a specific subluxation; a specific good, regardless of how, where, or what.

• True, we might originate more pushes and pulls, but have we gone ahead? We have seen, tried, and used "206"; have spent years in passive experimentation, and have attained our SPECIFIC in "206."

Suppose you now become a student of Chiropractic. Would you ask for various failures? Would you demand you be taught its failures, or go to a school that would? Would you secure something short of "206" in spite of our experiments and failures? Would you secure some of our earlier graduates who would teach that which The PSC refuses to countenance?

Why do earlier PSC graduates teach that which The PSC now proclaims a failure? Why do not PSC students teach The PSC's "206"?

Suppose you came to The PSC, which represents fifty-five years of development in the art, tried 206 experiments and made 205

comparative failures, secured its coveted "specific", and you asked for a mixed, complexed, assorted allotment—but you did not particularly care about "206", altho it might as well be thrown in. What SHOULD The PSC say to you?

Should it advise the use of its failures? Is your short experience more valuable than theirs? Should it sell anything short of its best, knowing lives hang in the balance?

If MONEY were The PSC's whole purpose, it would sell anything you asked and could pay for. If MONEY were the ultimatum, couldn't The PSC make more selling that which competition gives, eliminating competition? If The PSC wanted silver more than science, why would it suffer competition with losses, lies, compromises, when it COULD cash in what they ask for, eliminating them?

At this time, The PSC countenances nothing short of "206"; and at no other time has stepped below to that which we pronounced a failure—for cash.

The PSC is conscientious, truthful, and true to sick humanity and OUR vow for their welfare.

A vertebral subluxation is the effect following an accidental and awkward concussion of forces, applied in a toggled recoil manner at some particular vertebra, wherein resistive force is not equal to invasion of entering force.

An adjustment is the changed position, brought about by a reversal of its necessity, of a particular vertebra, following a concussion of forces intentionally or intellectually applied in toggled recoil manner; invasionary force being greater than resistance of body being penetrated.

Comparison of three proves one. Some directions are lateral rotations beyond normal rotation, remaining fixed. Others are extension and hyperextension beyond normal elasticity, remaining fixed. Others are a cross between rotation and extension; rotatory extensional position, remaining fixed.

The latter four are primarily "kinks" or torques.

Origination of subluxation:

Man falls—what occurs? On haystack, no subluxation; on stone sidewalk, subluxation.

What made difference? Concussion of forces: two are not equal; resistance weaker than penetration. Concussion of forces: do they scatter, spread, or it is a momentary shock and instantaneous?

What does your sense say?

1. jar
2. shock
3. fright

They are RAPID; therefore, to PRODUCE a subluxation FORCES RECOIL.

Given three bodies IN GRAVITY CONTACT, and center one is to be moved without moving ones above or below, and following elements enter:

1. mass
2. velocity
3. resistance
4. cleavage

Quantity of mass is immaterial, but velocity ALONE determines amount of resistance in existence. Greater velocity of mass, less resistance, greater CLEAVAGE.

Lesser velocity of mass, greater resistance, less CLEAVAGE.

Concussion of forces: does its rapid application increase or decrease resistance, in producing subluxations? If slow, resistance would increase. If fast, resistance is nil, cleavage GREAT, therefore friction is reduced.

That bullet which goes thru a plank slowly, bruises badly. Greater speed, cleaner penetrating cut. Greater resistance, more bruising done to tissue. Greater cleavage, less injury and hurt to patient.

Subluxations are PRODUCED by:

1. toggled forces — concentrated to a vertebra.
2. recoiled forces — where little does much.
3. landed forces — proven by subluxation's existence.
4. cleavaged forces — to reduce friction
— great malalignment with little bruising, being applied in accidental and awkward manner.

Subluxations are attempted to be adjusted, or are adjusted in two ways:

1. opposing the order of their origination
2. reversing the order of their origination
1. brutal muscular weight, covering several vertebrae;
a tug and pull use of weight, where much does little;

a dilution of endeavor — proven by continued existence of
subluxation;

friction increased — little reduction of malalignment with
much bruising and soreness of contiguous tissues.

2. **TOGGLED** forces — **REVERSED** — concentrated to one
vertebra;

RECOILED forces — **REVERSED** — where little corrects
much;

LANDED forces — **REVERSED** — proven by subluxation's
non-existence;

CLEAVAGED forces — **REVERSED** — friction a minimum;
great alignment with practically no bruising, being
applied in intellectual intentional manner.

It is no longer sufficient to say, "I use the recoil adjustment."
The latest and best (206) is the **TOGGLE** recoil.

You can toggle up, down, or sidewise, but it's always **FROM**,
never towards you.

A **NATURAL** recoil will be in line of gravity **ABOVE** it, as a
pile driver.

Many **OLD** "moves" still use push and pull principle. Many
modern **OLD** "moves" use recoil principle. But there is only **ONE**
way of applying and using **TOGGLE** recoil.

Shove, push, and pull **CANNOT** work with recoil or toggle. You
can toggle **WITHOUT** recoil and recoil without toggle.

Subluxations are produced by *accidental* toggled recoils.

To toggle **WITH** recoil, toggle must be **ABOVE** recoil, recoil
must be in line with **GRAVITY** or **ABOVE** object recoiled, and
that which **IS** toggled **AND** recoiled must be beneath.

A person may lie on back and take an artificial recoil, but you
CAN'T toggle it. He must have his spine superior, and you must
have focalized toggle recoil inferiorly.

All fractures, dislocations, and subluxations are produced by ac-
cidental **TOGGLED** recoils. They can be **PARTIALLY** adjusted
by push or pull; **MORE SO** by recoil; **BEST** and only completely
corrected by **TOGGLED RECOIL**.

We have seen others use a shove, push and pull, recoil, and a
toggled recoil and get well; but effort, time, cost and permanency
were in ratio to which was used.

Success is relative, as you shove; push and pull; recoil; or toggle
recoil.

A bolt cutter is a toggler, but it does not toggle TOWARDS hand that operates it; neither does it need recoiling to toggle. Going SLOWLY, bolt will be cut; going FAST is to recoil toggle.

To "recoil toggle" is to toggle FROM YOU with a RECOIL effect. To recoil toggle is to better SQUEEZE. To toggle recoil is to better PUSH. To recoil toggle is to make toggle primary, recoil secondary; toggle aim, recoil means; toggle sight, recoil bullet.

To toggle recoil is to make recoil primary, toggle secondary; recoil aim, toggle means; recoil sight, toggle bullet. They should be simultaneous — together. To recoil ALONE or toggle ALONE is to not get THE BEST.

You can toggle recoil; drop to recoil; drop to push and pull; then drop to shove — and decrease value.

To toggle is to concentrate purpose. To recoil is to make light and easy all power to one point. To shove is to use stiff arms. To push or pull is to do same. To recoil is to hit and get away quickly. To toggle recoil is to use all joints loose, all muscles elastic, until moment of action — then all joints act in line of movement and both sets of muscles contract and relax simultaneously. To toggle is not to recoil. To recoil is not to toggle.

A light hammer will drive a spike in hickory, if recoiled.

Toggle recoil and adjust subluxations with concentrated forces and with ease.

For combination vertebral twists, we exclusively use "206" which consists in an additional twist of wrist at time of toggling recoil. It untwists kink. It must be given quickly to be effective; otherwise, is damages.

To whom does Chiropractic more rightfully belong — you or us? Isn't your success our success? Wouldn't it be OUR suicide, did we teach that which would fail?

We construct a greater growth, the more you grow; then we should teach that which succeeds most.

If old moves were BETTER, we would be justified in teaching and using them. Would you drag forth candle, if you were Edison? Would you drag out of garret the spinning wheel? Would you use dope if you were a Chiropractor? Would you use any move short of "206" if you were B. J.?

Arts, sciences, and philosophies are perpetuated in ratio as they exist for themselves.

Paint, invent, philosophize for money, and you lose. Paint for art's sake; invent for improvement; study because of necessity, and

money is a sequence which comes in ratio to amount of art in art, improvement in invention, and solution of necessity.

Medicine is "doing something" until it fails; then "do everything" until "everybody is done."

Try this, that, everything suggested.

More things, compounds, devices, contrivances they compile, greater is their delight, more they feel they accomplish, more they think the patient is pleased.

There are thousands of medicines for each disease; millions for all diseases. They renounce, then originate.

There are hundreds of orthopedic devices. All tend toward complexity and confusion.

Trend of modern medicine is toward specifics: one for syphilis; one for yellow fever; one for smallpox; one for diphtheria; one for malaria, etc. They are investigating "specifics" for ALL diseases.

'Tis said man is an imitator — a monkey smiling at his features that smile back in reflection thru the mirror of human efforts.

'Tis further said we evolve and then revolve the same over, at a later period.

How far are Chiropractors aping medical men? How far will Chiropractors push Chiropractic to ape medicine? How many "moves" must we gather to use daily on all cases to do this? How many principles of "moves" must we apply to be apes? How many table devices must we invent to see reflections thru THEIR mirror?

We adjust — standing at head

driving from shoulders downward

lying on back

having him face down

on his ribs

on his neck

back up in air

back down in hole.

Some analyze, palpate, and adjust spine only. Others examine, explore, and treat entire body.

Some adjust vertebral subluxations specifically. Others "adjust" disease and deformity.

Some try to adjust with patient standing; suspended; lying; sitting; on his side.

"Chiropractors" adjust with hammer and mallet; straps around body; vibrators; stretching machines; hands.

As a profession, there are used double transverse move; Ely; Plunge; Coiner; recoil; etc., ad infinitum, ad nauseum.

Some adjust vertebral subluxations; others adjust mandible and muscles, gullets and guts, larynx and lethargy, gena and gastritis, ligaments and livers, etc.

We adjust on a split nose
on a boot-jack
with and without sternum support
with and without belly support
on tables straight
on tables crooked
on tables flat
on tables up in air
on tables forward and backward
on tables concave and convex.

Some get to bare back, that their work may be exact; others make no palpation or analysis, and adjust thru underwear, shirt, vest, and coat.

Some spend twenty-nine minutes to explain, and one to do work; others spend an hour to work and know no explanation.

Patients complain they do not know how to get ready; how to lie down; what they have coming when they go to a Chiropractor. Each "Chiropractor" is a new experience, a new order to join, a new initiation to go thru. Complexities multiply until the great problem for prospective student is: What do I need? What school teaches it?

After he has picked what he thot was right school, he wants the rest, gets it, and then comes:

Where shall I adjust THIS case?
What position must my patient assume?
What adjuncts are necessary?
What move is proper?
Shall patient undress, or not?
How much time shall I give?
What kind of table should I use?

His office is a museum; his mind is conglomerated; actions are confused; time is empirical.

We say CHIROPRACTIC is a SCIENCE. Is it?

Mathematics IS a science. 2×2 equals 4. 5 minus 2 leaves 3. 2 plus 4 equals 6. 6 divided by 2 equals 3. NOT SOMETIMES, BUT ALWAYS.

It matters not whether these examples were done 2,000 years ago, today, or 2,000 years from now; or whether figured by an Arabian, Chinaman, Russian, or American.

The rule of mathematics is FIXED; it is not given for ANY mathematician to change it.

Mathematics is study of quantities. It was interpreted by human minds for human minds. Figures in multiplication, division, subtraction, or addition are unknown to Mother Nature; they are man's invention.

Chiropractic is the study of vertebrates. Its interpretation, operation, pathology, etc., are foreign to Innate Intelligence; these are educated man's devices and experiments.

IS CHIROPRACTIC A SCIENCE?

Travel with us, as a patient, from Chiropractor to Chiropractor. Study ways, methods, procedures, explanations, and applications.

Every day they change; each state and group thinks they must do it differently; for each disease, they have a devious explanation — to what it's applied makes a difference in length of time.

CHIROPRACTIC is scientific; but not all that parades as "Chiropractic" is science. There IS a Chiropractic science, but not all Chiropractors use it.

The Intelligence who made us did so according to science. As we unfold ourselves to ourselves, we learn that science. We should practice that which we have, unfolded by learning and learn by unfolding.

Each Chiropractor arbitrarily insists on being a rule of Chiropractic mathematics unto himself. There is no FIXED rule of theory or action for ALL ALIKE. Time can and will weed the garden, even as it has done with mathematics.

You say PATIENT asks for these things? Who's the Chiropractor — you or patient?

"A fool there was, he made his prayer, even as you and I," said Kipling.

WE are the cause of our downfall.

CHIROPRACTIC says: ONE subluxation produced ONE effect in ONE organ.

CHIROPRACTIC maintains a SPECIFIC man was well on a SPECIFIC day; had a fall in SPECIFIC way; produced SPECIFIC concussion which centered at SPECIFIC place; then and there produced SPECIFIC subluxation, making smaller SPECIFIC foramen, producing pressure on SPECIFIC nerves going to SPECIFIC place, interfering with SPECIFIC organ, thereby producing SPECIFIC effect to which is given a SPECIFIC name.

CHIROPRACTIC says: To correct this, introduce, intellectually and intentionally, a SPECIFIC concussion of forces with SPECIFIC toggle recoil in SPECIFIC manner, at SPECIFIC subluxation, to decrease SPECIFIC pressure, to restore SPECIFIC nerve force flow, on its way to SPECIFIC organ, to improve SPECIFIC effect, thereby reproducing SPECIFIC health, coming from SPECIFIC source.

SPECIFIC origination, transmission, expression, interference, restoration, adjustment — all are abused in the minds of many in their vain and self-edifying attempts to ape medical men and medicine, for money.

At one time M.D. gave a SHOT-GUN prescription; now he's trying to get SPECIFIC.

Chiropractic IS SPECIFIC, and we labor to deliver shot-gun adjustments.

There are three reasons for the M.D.'s complexity:

1. failure in results, therefore he tries.
2. patient's insistence for results.
3. eagerness for something novel to sell.

There are three reasons for the Chiropractor's complexity:

1. patient's request we ape.
2. Chiropractor has no backbone.
3. greed for something different to sell.

M.D. is working toward that which we have, which he hasn't. Chiropractor is working toward that which he hasn't, from that which he has. M.D. wants Chiropractic — Chiropractor wants medicine.

Chiropractic is SPECIFIC or it is nothing.

Obliterate complexity; be simple with specific adjustments. Spinograph subluxation most essential to case; adjust that; AND REST.

Patient comes to some with "tuberculosis of lungs." Some adjust EVERY "subluxation" in spine. Is that shot-gun adjustment or specific?

For each patient there is ONE disease; ONE subluxation; one adjustment. Adjust nothing more.

From health to sickness — a destructive survival value.

From sickness to health — an accumulative survival value.

Chiropractors mix because they do not get accumulative survival value. They say Chiropractic is not a complete subject.

There is a Chiropractic solution for every Chiropractic failure.

All nature divides into species: bovine, equine, canine, simian, reptilian, amphibian, etc.

Each species divides into many families; different kinds of the same. As anatomy does this, so does physiology and pathology make classifications into families: paralyzes, degenerations, tumors, fevers, prolapses, contractures, poisons, spasms, wet and dry man, etc.

Under each species come many families; different kinds of the same:

Paralyzes:	Monoplegia
	Paraplegia
	Hemiplegia
	Dual hemiplegia
	Multiple monoplegia
	Spastic paralysis
	Infantile paralysis
	Anterior acute poliomyelitis,
	etc.

Degenerations:	Cancers
	Ulcers
	Scrofulas
	Tuberculosis
	Boils
	Syphillis
	Necroses
	Curvatures
	etc.

Tumors:	Sarcoma
	Carcinoma
	Lipoma
	Osteoma
	Neuroma
	Myoma
	Fibroids
	Fatty

	Cystic Hypertrophy, etc.
Fever:	Malaria Typhoid Diphtheria Appendicitis Tonsillitis Scarlet fever Measles Smallpox Yellow fever, etc.
Prolapses:	Hernia Rupture Prolapsis of ---- Hemorrhoids — bleeding itching protruding blind, etc.
Contractures:	Educated Voluntary Motor Incoordination Cramps Torticollis Curvature Tetanus
Poisons:	Wet and Dry Man — dropsy seroedema jaundice uraemia skin diseases, etc.
Spasms:	Epilepsy Chorea Paroxysms Tremors Convulsions St. Vitus Dance Apoplexy, etc.

We have following well-laid rules:

1. If patient is feeling better but growing weaker, he is over-adjusted.
2. If patient is feeling worse, but growing stronger, he is retracing.
3. Adjust chronic case only when there is interference and not always then.
4. Adjust acute case as for a chronic.
5. Rule of acute or chronic is determined by interference checks.
6. Rule of degree of effect is determined by degree of interference.

"206" differs from other adjustments in that it advocates addition of toggle; advises toggling recoil; desires SPECIFIC adjustment rather than general; unbinds kinks; prefers use of only ONE RIGHT principle, application, manner, place, cause, and effect.

Use one SPECIFIC table.

Have one SPECIFIC adjustment.

Find one SPECIFIC subluxation.

Secure one SPECIFIC result in each case.

This is better than shot-gun adjustments, given on shot-gun table, in a shot-gun manner, and in shot-gun places.

SPECIFIC work is knowing; shot-gun is guessing.

"206" is not, to us, a NEW "move," only so far as it is a broader, clearer interpretation of "205"; therefore making us more capable.

When self-binder was attached to reaper it did not make a NEW reaper; it made old one more capable.

There is no quarrel if you prefer some place other than those we choose; some other way, means or method than those we think better; some other table different from those we use.

Objective is to *correctly* locate THE vertebral subluxation; to correctly adjust THE vertebral subluxation.

If you know of a better method of locating it, interpreting it, adjusting it, on a better table, even tho it is entirely and diametrically opposed to everything we think, AND IT DOES IT, then THAT is the ultimate objective. USE IT!

Again we say: We have no quarrel with Chiropractors who practice Chiropractic.

In years past we tried to impart same earnest convictions with respect to better and more scientific methods of practice, which constant study, research, and practical everyday use evolved.

For years, Chiropractic had to win recognition and prove merit on basis of clinical results. Today, thanks to knowledge and effort of those who devised and developed scientific instruments, Chiropractic proves its case, not only with actual clinical results but in scientific laboratories with factual scientific data compiled with the use of authentic scientific instruments and equipment.

The record confirms our statement, **THE FUNDAMENTAL PRINCIPLE OF CHIROPRACTIC** has always been right — **IT WILL ALWAYS BE RIGHT.**

We have no quarrel with Chiropractors who practice Chiropractic, regardless of whether they practice as we do or as we say. Our condemnation has been directed toward those calling themselves Chiropractors who knowingly and willfully are determined to use **CHIROPRACTIC** as a word to fleece sick, instead of maintaining, increasing, and perpetuating public good will, confidence, and esteem by **HONEST** use of Chiropractic — by **HONEST**, conscientious practice of the fundamental principles of Chiropractic.

It **WAS HONEST CHIROPRACTORS** delivering **HONEST CHIROPRACTIC** to the sick who impregnated the fertile and productive womb of public confidence and esteem. They laid the foundation squarely and solidly upon fundamental Chiropractic principles.

Any person, Chiropractor or otherwise, has only to review the **CHIROPRACTIC RECORD** to realize greatness and strength of that **HONEST FOUNDATION CONSTRUCTION.**

Everlasting Chiropractic blocks for that **FOUNDATION** were hewn from **CHIROPRACTIC** quarries; shaped, leveled, and squared by **CHIROPRACTORS** whose pulse beat throbbed belief in, knowledge of, and practice **WITH THE PHILOSOPHY AND ART** of Chiropractic.

Our professional problem has always been one of percentages: percentage of sickness we got well by vertebral adjusting; percentage of sick we failed to get well by vertebral adjusting; percentages which our understanding of application of its principles made possible or impossible.

Our professional problem has always been to *step-up* percentage of successes and *step-down* percentage of failures.

Our professional problem divides into two groups, and upon these groups depend stepping-up of successes and stepping-down of failures:

- (a) what we, as Chiropractors, do to cases
- (b) what cases do to us as Chiropractors.

Year by year we Chiropractors have been learning how to wean OUT things which hold our percentage down; how to work IN things which build up our percentage.

There will always be that percentage of things patients do which never will be entirely eliminated, viz.:

- case may be too old, where Innate knows it not worth while;
- case may not give time to rebuild back to health;
- condition may be too far gone;
- case may be careless and keep throwing out adjustment into subluxation, etc.

Our professional problem has never been to assert that this or that method did or did not get sick people well; or deny that any method of adjusting subluxations failed; or assert that one method succeeds, all others fail — that any one location, method, or means was exclusively right, all others entirely wrong.

Our professional problem has been to get our profession to understand that *any* kind of work *done on spinal column* is better than all work done treating symptoms on belly side; that every method of adjusting vertebrae had its percentage of successes; that every Chiropractor has succeeded with cases where medical men had failed, regardless of method used, so long as it was used *on the vertebral column*.

The inherent fundamental correctness of the Chiropractic principle and practice, of vertebral subluxation and its adjustment, is so simple and great that it has safeguarded the human race down thru centuries, even long before it was known as Chiropractic.

There cannot be a vertebral subluxation in a dead man.

Subluxation calls for four elements, all of which must be present to produce dis-ease:

1. a vertebral misalignment;
2. an occlusion;
3. a pressure upon nerves;
4. an interference to mental impulse flow.

A Chiropractor cannot adjust a dead man. He CAN move bones.

An adjustment calls for Innate reaction on introduced concussion of forces.

If approach to giving an adjustment is correct, follow-thru is automatic, get-away will follow naturally, and shoulder-drop is inevitable. If Chiropractor pulls hands away, his approach is wrong.

Approach means everything. Every detail in approach is vital: body balance; episternal notch directly over nail point; both hands concentrate on one nail point; sudden contraction when you sense body of patient is relaxed; hands rest lightly on body, just before.

Kiss adjustment.

Real adjustment.

If an adjustment is given correctly, shoulder-drop is inevitable. Chiropractor relaxes, then contracts. Patient relaxes, then contracts. They alternate. Opposite timing is inevitable.

Elbows akimbo. They start slightly bent. As they come in, they do not lock. As they spring in, and spring out, hands spring off and shoulders must drop.

Innate adjustment is not new — twenty-five years.

Palmer toggle-torque-recoil is mechanical:

- toggle — little does much;
- recoil — as speed increases, less force does more work;
- speed reduces resistance, increases cleavage;
- recoil on part of patient SETS adjustment;
- rest period SEATS adjustment;
- torque — three direction.

It is better to work WITH right direction, rather than from wrong direction.

If it's ASR, it is better WITH that direction than from left.

We are not interested in advocating or promulgating any other method. That which we use in our private Clinic is better; otherwise, we would not use it.

This institution is founded on fundamentals of teaching that which best succeeds in getting sick people well. We suggest no deviation from that line of reasoning.

We have gone thru experimentation and theorizing. It is not necessary for you to begin all over again.

Every so often, so many men, so many kinds, so many differentiations enter, and it becomes our duty to check and recall fundamentals so we can stay by them. When our graduates succeed, we succeed.

We make and sell adjusting tables which best fit into our ideas, making it possible to best follow thru on technic we think best. Those and those only should be used and recommended here.

We have seen thousands of theories; hundreds of "moves"; hundreds of gadgets come and go. Millions of dollars have been thrown to the dogs by our profession, believing this and that, listening to glib salesmen who are more interested in dollars than results. Later than sooner, when Chiropractors want results, they return to the reliable "toggle torque recoil" to get sick people well.

It is our duty, so far as we consistently can, to keep students on the sound fundamental; to keep them on straight line thinking; to keep them from wasting money; to keep their minds along Chiropractic lines. That is your duty as well as ours.

Every once in a while there is a wave of spasms which permeate our school. If sound in fundamentals and right in thinking, and we teach that correctly, students will follow and think for themselves. The trouble is, few ARE thinkers. They go off on tangents, seeking greener grass on other side of fence.

Teachers are as subject to attacks as are any others. If they get off on a side track, others will, too. Above all, THIS IS THE PLACE to which our profession looks for us to be correct, sound, and stay put.

Virgil L. Andrews, Jr., D.C., Willimantic, Connecticut, writes:

"I am not a Chiropractor in the legal sense anyway, merely an agent of the Lord or a server, working with Innate, permitting her to make the adjustment which restores health. In this connection it is rather interesting to note that a mental projection of energy can bring about adjustments now. I understand this fact rather strengthens the above argument. However, only a few so far are thus gifted SO WE STILL USE THE OLD-FASHIONED ATLAS-PALMER-TORQUE-TOGGLE-RECOIL."

Our reply:

"We were very much interested in your letter of November 18th, especially latter part where you refer to possibility of 'absent' or 'spiritual' adjustments given from a remote point. Where did THAT idea have birth? Who is promulgating it? What basis is there for it? Has it been tried, or is it another fantastical brainstorm that occurs every so often in our ranks?"

The inherent fundamental correctness of Chiropractic principle and practice of vertebral subluxation and its adjustment, will get sick people well, no matter how crude, ignorant, or incompetent the practitioner, so long as what he does is done somewhere and in some way on or in that vertebral column.

Given any small or large group of Chiropractors, discussing Chiropractic, and they will do one of two things:

1. begin boasting about their successes;

2. begin discussing problems connected with their failures.

A. What would you do *for constipation*?

B. What have YOU done?

A. I give enemas.

B. Why?

A. Because adjustments don't do any good FOR THAT.

B. I have adjusted many cases and Innate works when she can get thru her mental impulses.

One had a problem; the other did not!

C. I had a case of *migraine*. Where would you adjust FOR THAT?

D. We wouldn't adjust FOR MIGRAINE. We would adjust for a vertebral subluxation.

One had a problem; the other did not!

E. I had a case of *falling womb*. Where would you adjust?

F. Where *did* you adjust?

E. I used meric system, and when that failed I advised a pessary.

F. I have had many cases "of falling womb." I adjust atlas in all cases. Majority get well.

One had a problem; the other did not!

G. I had a case of *falling stomach*. I adjusted my case every day, several places, and she did not get well. Why?

H. I have had several such cases. I adjusted atlas and they got well.

G. Why didn't you adjust SP?

H. Why DID YOU adjust SP when interference wasn't there?

G. But I thot that's where it was, according to meric system.

One had a problem; the other did not!

I. I had a case of *palpitation of heart*. I advised him to go to a physician to stop heart beating so rapidly.

J. I have had such cases, but I adjust vertebral subluxation and let Innate adjust heart-beat to normal.

I. Innate? What is that? Can it be bought at a drug store?

One had a problem; the other did not!

K. How to you know where to adjust for any given case?

- L. I don't adjust "for any given case." I adjust for a specific vertebral subluxation.
- K. How can you tell from which side to adjust? How often should case be adjusted — every day, week, or once a month?
- L. I take spinographs, apply known rules, and thus prove which it is and from which side it must be adjusted. I adjust only when an interference exists, regardless of interval of time between.

One had a problem; the other did not!

- M. Is Chiropractic any good *for paralysis caused by a clot of blood on brain?*
- N. Paralysis is caused by a vertebral subluxation interfering with transmission of mental impulse supply between brain and body. I adjust vertebral subluxation and release pressure and restore transmission and paralysis disappears.

One had a problem; the other did not!

- O. You certainly wouldn't adjust a vertebral subluxation *for rheumatism caused by impure blood*, or tuberculosis caused by germs, or a cancer which has no known cause, would you?
- P. Dis-ease is a condition of lowered activity to any tissue structure covering any blanketing name given any combination of symptoms. Lowered activity is produced by decreased flow of energy flowing thru nerves, induced by pressure from vertebral subluxation.

One had a problem; the other did not!

- Q. *I cured a case of hemorrhoids.*
- R. How did YOU cure that or any other case of anything anywhere?

One had a problem; the other did not!

Student-graduate: Where shall I locate?

- B. J.: Any place there are back-bones, human or animal, with vertebral subluxations, needing adjustment.

One had a problem; the other did not!

A problem is something we do which we shouldn't do; or, something we don't do which we should; or, something we do wrong which should be done right.

Each Chiropractor has problems unsolved. Other problems he has solved. Problems solved, to one, are problems unsolved to others. Few Chiropractors have *all* major problems solved. Some solve minor cases, others major ones; some have many minor and a few major ones unsolved.

Number of problems SOLVED determines success or failure of Chiropractor with Chiropractic.

It is because of UNSOLVED PROBLEMS that he drifts FROM Chiropractic INTO something else.

D. D. Palmer discovered Chiropractic. B. J. Palmer developed Chiropractic. The Palmer School of Chiropractic is "Chiropractic Fountain Head." It is here Chiropractic was born and lives. It is here Chiropractic has gone thru its fifty-five years (1950) of growth.

We Find the Specific

Down thru the years, we were seeking to simplify the complex problem of where to adjust, when to adjust, how to adjust; and where not to adjust, when not to adjust, how not to adjust.

We sought provable information when we were over-adjusting. We wanted to know why we should adjust one place and not another — and prove such statements.

If possible, we wanted to find the never-found specific for the cause of all disease; the specific correction for that cause; to prove there was a common denominator cure for all dis-ease after the cause was corrected.

Fifty-four years of research finally led to a conclusion.

The following table boils the entire issue to its simplest terms. If we were able to boil fifty-four years of laborious work into one simple formula that works for all cases, all conditions, regardless, here it is:

SPECIFIC SUBLUXATIONS—CONSTANTS AND VARIABLES

Specific Chiropractic demonstrates the atlas and/or axis are the only vertebrae which are not locked against subluxations, consequently are the only two which could be subluxated.

These subluxations are either a constant or a variable.

Schematic drawings of atlas and axis serve to show four constants and four variables of atlas and axis subluxations. Atlas is shown in heavy lines and axis in dotted lines. The long vertical line represents the median line.

"Rules for Adjusting" show when it is safe to adjust the axis in the constants and explains why the axis should not be adjusted in the variables.

Constant No. 1. Atlas side slips right and rotates anterior on the right; the axis (spinous process) is right of the median line.

Constant No. 2. Atlas side slips right and rotates posterior on right; axis process is left of median line.

Constant No. 3. Atlas side slips left, rotates anterior on left; axis spinous process left of median line.

Constant No. 4. Atlas side slips left, rotates posterior on left. Axis spinous process right of median line.

In above four listings axis has rotated the SAME direction atlas has rotated. This is found in all constants. The axis follows around the direction atlas assumes:

Constants predominate in the majority of all cases with Constant No. 1 (ASR-A) showing in 85% of cases; Constant No. 3 (ASL-A) shows second most frequently. Variables are exceptions.

Variable No. 1. Atlas side slips to right and rotates anterior on right; axis spinous process to LEFT of median line.

Variable No. 2. Atlas side slips right, rotates posterior on right; axis spinous is RIGHT of median line.

Variable No. 3. Atlas side slips left, rotates anterior on left; axis spinous process RIGHT of median line.

Variable No. 4. Atlas side slips left, rotates posterior on left; axis spinous process LEFT of median line.

In variables, axis has rotated in OPPOSITE direction to that of atlas. Example: In Variable No. 1, atlas rotated ANTERIOR on RIGHT and axis went LEFT of median line, causing its body to rotate in opposite direction to that of atlas. This produces a shearing-like motion between posterior arch of atlas and arch of axis. THIS IS THE MAIN POINT IN THE VARIABLE AND THE MAIN DIFFERENCE BETWEEN THE CONSTANT AND THE VARIABLE. Variables are caused by an invasive force which effects two vertebrae like a dual cyclonic twist force, forcing one in one direction, the other in the opposite.

<i>Constants</i>	<i>Listings</i>
1. ASR-Axis right	ASR-A
2. PSR-Axis left	ASR-P
3. ASL-Axis left	ASL-A
4. PSL-Axis right	ASL-P

Variables

- | | |
|-------------------|-------|
| 1. ASR-Axis left | ASR-A |
| 2. PSR-Axis right | ASR-P |
| 3. ASL-Axis right | ASL-A |
| 4. PSL-Axis right | ASL-P |

Rules for Adjusting. In ALL cases train yourself to adjust the atlas. However, if you think you cannot adjust atlas, there is a second choice, which may be employed ONLY with the constants, and that is to adjust axis, which TENDS to bring the atlas back with it.

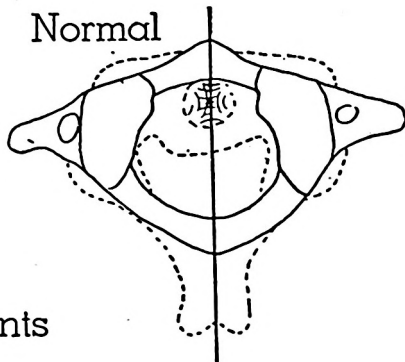
Adjustment of axis, as second choice, in CONSTANTS ONLY.

1. Atlas ASR — adjust axis from right.
2. Atlas PSR — adjust axis from left.
3. Atlas ASL — adjust axis from left.
4. Atlas PSL — adjust axis from right.

By adjusting axis, you MAY adjust atlas, by one vertebra, remote control. Learn to adjust atlas. However, if time proves that axis does not correct itself, it may be necessary to adjust axis if axis is at variance with third cervical. GO SLOWLY. Give Innate Intelligence time enough to rebuild the condition and do not force Innate into any forced action. If in doubt, DON'T!

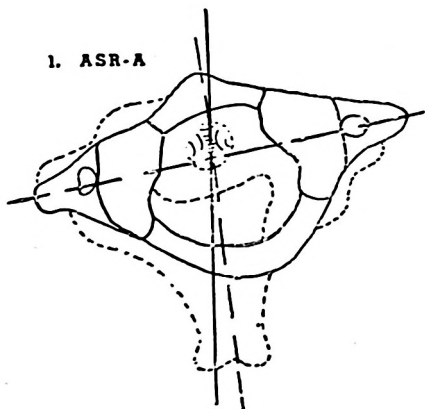
Adjusting Variables. Always adjust atlas. To adjust axis would increase rotation of atlas and make it worse.

Normal

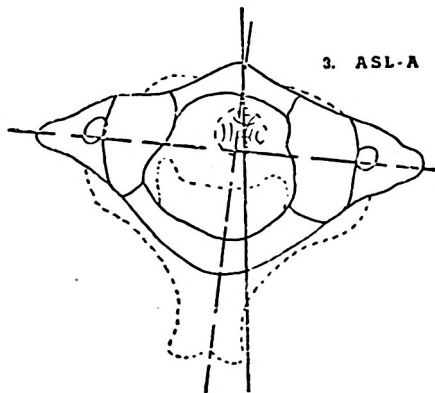


Constants

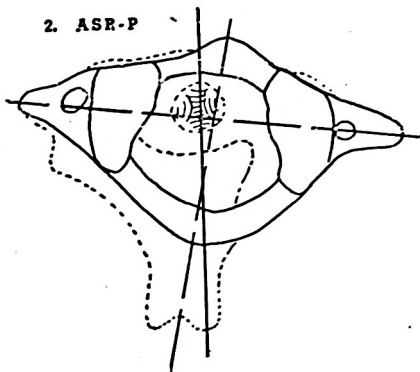
1. ASR-A



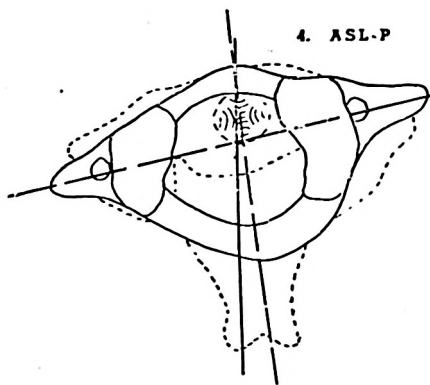
3. ASL-A



2. ASR-P

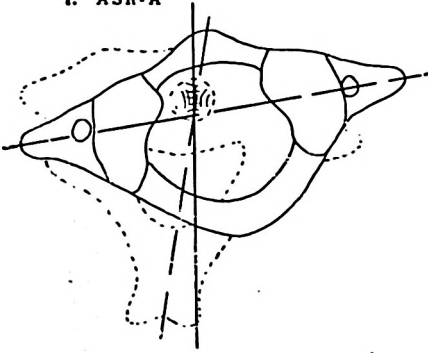


4. ASL-P

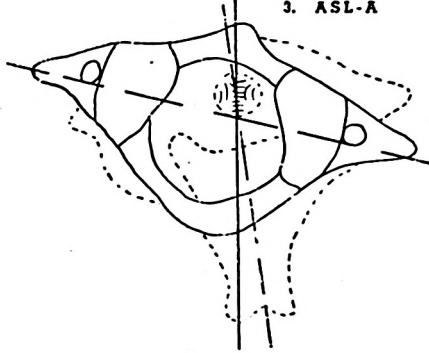


Variables

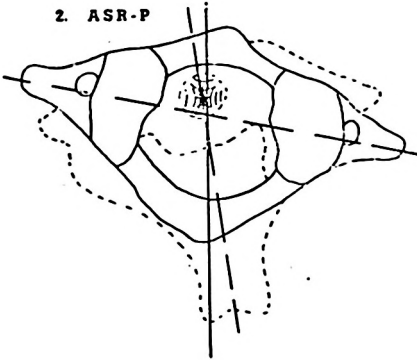
1. ASR-A



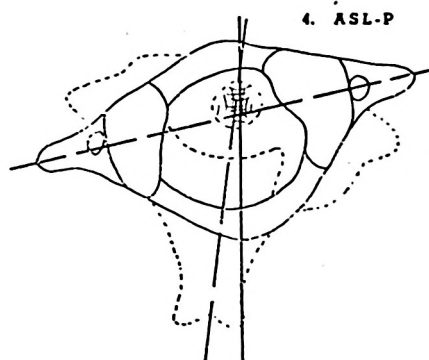
3. ASL-A



2. ASR-P



4. ASL-P



The B. J. Palmer Chiropractic Clinic is our profession's research laboratory to solve its problems.

IF there ARE problems; and IF there ARE solutions; and IF every Chiropractor HAS problems; and IF every Chiropractor does not possess solutions to HIS problems; and IF we HAVE those solutions — what can we do and how can we do it to see that YOU GET WHAT WE HAVE FOR YOU, to solve YOUR problems, thereby making YOU a better Chiropractor, to get more sick people well, to make you a more successful Chiropractor, to give you a more deserved income as a result of your labor?

If every Chiropractor had problems solved, he'd be a 100 per cent Chiropractor. Where lies the fault of his problems not being solved?

Does that responsibility fall at our feet — because it IS our responsibility to solve them — nobody else has? Have we been derelict in presenting those solutions? Have we fallen down in teaching, lecturing, printing books?

Our life's objective has been CHIROPRACTIC. With all energy and resources at our command, we've tried to fight and keep the faith. Friends and enemies debit our account with blunders and mistakes, but we believe most will credit our account with intent and purpose to promote and perpetuate CHIROPRACTIC. Even most vindictive critics, we believe, will post some measure of credit to our account in the CHIROPRACTIC ledger.

Year after year, many raise the question: What IS the answer to our problems?

That great agnostic INGERSOLL titled one of his lectures "What Shall We Do To Be Saved?"

Many have your opinions, some have many other opinions, BUT in the final analysis CAN THERE BE ANY BETTER ANSWER to our professional problems than — MORE and BETTER Chiropractic for Chiropractors — MORE and BETTER Chiropractors for CHIROPRACTIC?

The Story Of THOTLESS MINDS

People love to talk about people. Moment any person gets his head above trenches, there is always a mob eager and ready to take pot-shot and mow him down. There are many empty minds, loose tongues, idle heads that love to wrap their wagging tongues about anything malicious they can spew forth to anybody who will listen. As it passes from gossip to gossip, it enlarges out of proportion to facts.

Several months ago, National Broadcasting Company tested to see how far gossip would grow and become distorted, by sending a TEN WORD MESSAGE via radio around the world. It was spoken at New York to London. London told it as THEY heard it, to Paris. Paris interpreted it as THEY thot they heard it, to Rome. Rome passed it on to Bombay. Bombay translated it as they thot it was meant, to Calcutta. Calcutta spread it on the air to Rangoon. Rangoon spilled it to Hong Kong who, in turn, talked it over the air to San Francisco. San Francisco, in turn, sent it back to New York. It took only TEN MINUTES to send this SIMPLE TEN WORD MESSAGE around the world. It was not written; it was verbal, over a world-wide network. When that message got back to New York, it was so garbled, twisted, distorted, perverted, that it wasn't the same. In fact, it was the reverse, exaggerated.

If that happened in TEN MINUTES, after passing thru only NINE minds, what about other ideas which pass along to multitudes over weeks or months, thru hundreds of minds with thousands of tongues loose on both ends?

One purpose of this short-short story is: When we were in Honolulu in October and November, 1949, on vacation, writing six books, we wrote home to one certain person, about as follows:

"While here we met a certain young lady of whom we have learned to think a great deal. In fact, we have seen her daily, looked her over many times without any Paris fashions covering her body. We have admired her physique. Her figure is glorious. She has been in our mind constantly. We are thinking of bringing her home with us."

What happened? Upon arriving home, we found it had been rumored and gossiped, sub rosa and subcutaneously, thru diverse dirty filthy minds, that we had a woman with us in Honolulu, that we were consorting with her and had lived a shameful life with her while there, etc., ad infinitum, ad nauseum.

Shortly after arriving home, George Rinier (National Counsel of I.C.A.) reported that a certain woman in Indiana had told him much as stated above. This person claims to be a "Christian". At Christmas, she sent us a card suggesting we should "live a good, upright and righteous life." (Perhaps, after all, it was OUR fault in planting our joke in her angelic mind, via the Davenport-designing grape vine).

George's retort was: "B. J. is single, white, and twenty-one. He can have one or a dozen women, so far as I am concerned."

On Thursday afternoon, March 9, 1950, we entertained, in The B. J. Palmer Chiropractic Clinic Assembly Hall, the Faculty of the Davenport High School. Seventy-five of the teaching staff were present. Last summer, the Principal of Davenport High, Mr. Roger Berry, was taken on one of our noon guided tours thru our Clinic. He was so wonderfully impressed that he desired the entire Faculty to see what he saw. He arranged it for this date. We were asked to give the address of welcome. Amongst the rest, we said:

"Last fall we spent our vacation in Honolulu. After our return it was rumored that we had a woman with us while there." (At this a gentle wave of laughter snickered thru the crowd, as much as to say, "Ridiculous"). We then went on to say:

"The worst or best of it is, that report has some elements of reality in it. We did meet a beautiful, gorgeous woman there. Every time we saw her, and admired her beauty, she had no clothes on. We thot so much of her, we decided to bring her home with us. She had no objection. She is here now. HER NAME IS KA PU-U PA-A. WE HAVE HER IN OUR OSTEOLOGICAL LAB. You will see her as you pass thru the Clinic on your tour."

(See THE STORY OF KA PU-U PA-A in Vol. xxiv, Palmer, 1950.)

Even if what this thotless Christian mind in Indiana WISHED to think WERE true, it was much like a pebble on the highway that veered the steering wheel of the driver of a car bearing human freight, which ditched the car into the gutter, injuring some, maiming confidence in others, and shortening lives of some of its passengers.

What started out as a bit of levity to a person who we thot could take a joke, which then might or might not have been passed on in the same vein, eventually became serious gossip, only to have it turn back and boomerang on the gossiper who called herself a "Christian", who goes to church regularly, who prays to be good and do good, who spreads poisonous gossip against her

benefactor who made everything possible for her. How thoughtless can some people be to their benefactor? How brutal can man's inhumanity to man become? How much must one tolerate and endure to continue to better serve others close to us?

The Story Of
IS CHIROPRACTIC MEDICINE?
WHAT DO MEDICAL MEN SAY?

IS CHIROPRACTIC TAUGHT IN MEDICAL COLLEGES?
WHAT DO MEDICAL COLLEGES SAY?

DO MEDICAL STATUTES SAY CHIROPRACTIC IS
THE PRACTICE OF MEDICINE?

HERE ARE THE ANSWERS!

In science, medicine has one set of theories. *In science*, Chiropractic has an entirely different set of principles. *In science*, medicine has one form of practice. In Chiropractic, we have an opposing form.

Medical men *deny* Chiropractic. Chiropractors *deny* medicine.

Medical men say *cause* of disease is OUTSIDE human body. Chiropractors say it is INSIDE.

Medical men say *cure* of disease must come from OUTSIDE. Chiropractors assert it is INSIDE human body.

Medical men contend they must stimulate or inhibit disease itself. Chiropractors affirm necessity of adjusting ONE vertebral subluxation as cause of ALL dis-ease.

Medical men *diagnose* effects, symptoms, pathologies. Chiropractors practically ignore symptoms, effects, and pathologies, analyzing by preference VERTEBRAL SUBLUXATION.

Medical men believe *in treatments* of endless complicated methods. Chiropractors ADJUST ONE vertebral subluxation.

Medical men are *helpless* in *acute* cases, permitting them to *become chronic*, failing to get *either* well, thereby manufacturing business for the Chiropractor. Chiropractors take medical chronic failures and get them well.

Paradoxical as it is, *any* person can practice and prescribe medicine; practice and use knives in minor and major surgery; practice and deliver babies in obstetrics, in this and other States — PROVIDED he does not do two things: 1. receive a fee, directly or indirectly; 2. induce death too quickly. In either instance he may be arrested, tried, but he will *not* be convicted for "practicing medicine without a license." THE CRIME REVOLVES AROUND WHETHER HE DOES OR DOES NOT TAKE A FEE.

Paradoxical as it is, any person who practices Chiropractic AND DIRECTLY OR INDIRECTLY CHARGES A FEE, even tho he SAVES human lives, IS "practicing medicine without a license". THE CRIME REVOLVES AROUND WHETHER OR NOT HE RECEIVES A FEE. The crime revolves around whose pocket GETS THE FEE or WHOSE POCKET THE FEE IS TAKEN AWAY FROM. *The fee* makes that which isn't, is; and that which is, isn't. *The fee* makes a hodge-podge, empiric, and arbitrary practice of medicine into a humanitarian profession; and makes humanitarian Chiropractic into practice of medicine; depending upon who does what to whom, and who receives *the fee*.

In statutory law, Chiropractic IS medicine. Chiropractors are arrested for practicing medicine. Chiropractors are frequently convicted in our courts for practicing medicine. Medical men deny Chiropractic has any right in principle, practice, science; claim it is a fake and a fraud; yet admit it is THE SAME IN LAW. Why? Because Chiropractic is an encroachment into the medical field of a medical monopoly of getting sick people well. Medical men want to control ALL known or unknown methods of getting sick people well.

Read letters which follow and form *your* opinion of veracity of statements herein made.

37 state colleges and universities of medicine, from Alabama to Wyoming, say: Chiropractic *is not* taught in those institutions.

Here is the evidence:



STATE OF ALABAMA
DEPARTMENT OF PUBLIC HEALTH
MONTGOMERY 4

D. G. GILL, M. D.
STATE HEALTH OFFICER

November 29, 1949

Miss C. De Gregorio
716 26th Street
Union City, New Jersey

Dear Miss De Gregorio:

There is only one medical school in Alabama, namely the University of Alabama Medical College located in Birmingham, with Dr. Roy R. Kracke as Dean. Like all other medical schools, it is crowded, so I could not answer as to your ability to obtain admission. Chiropractic is not being taught in the Alabama Medical College.

Sincerely

D. G. Gill

D. G. Gill, M. D., Secretary
State Board of Medical Examiners

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831 REPUBLIC BUILDING
DENVER 2

November 29, 1949

Miss C. DeGregorio
716 - 26th Street
Union City, New Jersey

Dear Madam:

The University of Colorado School of Medicine,
4200 East 9th Avenue, Denver 7, Colorado is the only
recognized medical school located in this state.
Chiropractic is not included in the course of study
at the University nor is it included in any other
medical school recognized by this Board as qualifying
its graduates to apply for licensure in this state.

Very truly yours,

A handwritten signature in cursive script, appearing to read "George H. Gillen".

George H. Gillen, M.D.
Secretary-Treasurer

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Creighton Barker, M. D., Secretary to the Board

November 28, 1949

Miss C. DeGregorio
716 26th Street
Union City, New Jersey

My dear Miss DeGregorio:

This is in reply to your letter of November 28. There is but one school of medicine in the State of Connecticut, it is the Medical Department of Yale University, New Haven. The Dean of that school is Dr. C. H. N. Long, 333 Cedar Street, New Haven.

Chiropractic is not being taught in any approved medical school in the United States in so far as I know.

Sincerely yours,

Creighton Barker, M.D.
Secretary to the Board

CB/r

DR. WILLIAM MARSHALL, JR.
CS. W. FOWEN BIRD
DR. JAMES E. MARVIL
DR. LAWRENCE J. JONES



DR. JOSEPH S. MCDANIEL
PRESIDENT AND SECRETARY
DOVER, DELAWARE

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REPRESENTING THE PRESIDENT
AND FELLOWS OF THE

Medical Society of Delaware

November 30, 1949

Miss C. De Gregorio
716-26th St.
Union City, New Jersey

Dear Miss De Gregorio:

There are no medical school in the State of Delaware. There are several approved schools in Philadelphia - Jefferson Medical College, University of Pennsylvania, Temple University, and Women's Medical College.

I have never heard of chiropractic being taught in medical schools. However, you may communicate with the schools and be able to get this information.

Very truly yours,

Joseph S. McDaniel
Secretary

t

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JAMES L. BORLAND, M. D., VICE-PRESIDENT
JACKSONVILLE, FLORIDA

FRANK D. GRAY, M. D., SEC'Y.-TREAS.
12 N. ROSALIND AVENUE
ORLANDO, FLORIDA



QUE NON PROFICIT, DEFICIT

State Board of Medical Examiners
of Florida

December 1, 1949


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Miss C. De Gregoris
716-26th Street
Union City, New Jersey

Dear Miss De Gregoris:

Replying to your letter of November 28th, I wish to advise that no schools of medicine exist in the State of Florida and, consequently, I am unable to advise you as to what school to attend. In answer to your second query, I am sure that chiropractic is not taught in medical schools as they have their own colleges with which I am unfamiliar.

Yours very truly,


FRANK D. GRAY, M. D.
Sec'y. - Treas., Florida
State Board of Medical
Examiners

FDG:jc

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON 6, D. C.

OFFICE OF
THE DIRECTOR OF ADMISSIONS

November 7, 1949

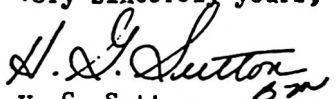
Mr. Herman H. Farber
1809 Bergenline Avenue
Union City, New Jersey

My dear Mr. Farber:

In reply to your letter of October 27, we wish to advise you that ninety semester hours or three years of college are required for pre-medicine; four years in the medical school; plus the internship. The tuition is approximately \$650 a year plus the cost of textbooks and other materials.

Chiropractic is not taught in the George Washington University Medical School.

Very sincerely yours,


H. G. Sutton
Director of Admissions

bm

GEORGETOWN UNIVERSITY
SCHOOL OF MEDICINE
WASHINGTON 7, D. C.

OFFICE OF THE REGISTRAR

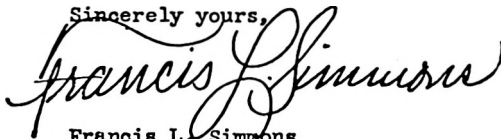
November 15, 1949

Mr. Herman H. Farber
1809 Bergenline Ave.
Union City, N. J.

Dear Mr. Farber:

In response to your recent letter I wish to
inform you that chiropractic is not taught here at
Georgetown University School of Medicine. I remain

Sincerely yours,

A handwritten signature in cursive script, reading "Francis L. Simons". The signature is written in dark ink and is positioned above the printed name and title.

Francis L. Simons
Registrar

FLS/mkp

HOWARD UNIVERSITY
WASHINGTON 1. D. C.

November 28, 1949

SCHOOL OF MEDICINE
OFFICE OF THE DEAN

Mr. Herman H. Farber
1809 Bergenline Avenue
Union City, New Jersey

Dear Mr. Farber:

This is to acknowledge your letter requesting information concerning admission to the College of Medicine, Howard University.

The course of study in the College of Medicine is four years long and the conservative estimate of expenses for each year is \$1544.75. Enclosed you will find an itemized statement of this estimate.

Chiropractise is not a part of the medical curriculum.

Very truly yours,



Harold B. Jordan
Administrative Assistant

cem

Enclosure

STATE OF IDAHO
Department of Law Enforcement

Idaho State Board of Medicine

305 SUN BUILDING
BOISE, IDAHO

MR. ARMAND L. BIRD
Executive Secretary

December 8, 1949

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C. G. BARCLAY, M.D., Coeur d'Alene
E. C. LEWIS, Boise
Commissioner of Law Enforcement

Miss C. De Gregorio
716-26th Street
Union City, New Jersey

Dear Miss De Gregorio:

Your letter of November 23rd has been received.

I am sorry to inform you that Idaho does not have a medical school. We are a small state in population and so far our educational authorities have not attempted to establish a medical college in connection with existing institutions of higher learning.

I am afraid that your fellow-students have misinformed you on the matter of chiropractic being part of the curriculum for medical education and that it is being taught in medical schools.

I would suggest that you write to the American Medical Association, 535 N. Dearborn St., Chicago, for additional information on approved medical schools in the United States.

Sincerely,



Armand L. Bird
Executive Secretary

ALB:er

NOBLE J. PUFFER
DIRECTOR

STATE OF ILLINOIS
ADLAI E. STEVENSON, GOVERNOR
DEPARTMENT OF
REGISTRATION AND EDUCATION

SPRINGFIELD

CHAS. F. KERVIN
SUPERINTENDENT OF REGISTRATION

IN REPLY REFER TO:
Medical
Division

December 8, 1949

Miss C. DeGregorio,
716 - 26th Street,
Union City, New Jersey.

Dear Madam:

We have your letter and are enclosing a copy of the Illinois Medical Practice Act which provides for the registration of all persons who treat human ailments by any method or system in this State. Graduates of accredited chiropractic colleges are licensed under this Act, but chiropractic is not taught in medical schools.

The following medical colleges in Chicago are fully accredited by this Department at the present time:

University of Illinois College of Medicine
Loyola University School of Medicine
Northwestern University School of Medicine
University of Chicago School of Medicine
Chicago Medical School

Very truly yours,



Noble J. Puffer
Director

By Chas. F. Kervin
Superintendent
of Registration

LH

encl.

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INDIANAPOLIS, INDIANA

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LIBERTY, INDIANA

C. F. AUMANN, D. C.
326 NORTH EMERSON AVENUE
INDIANAPOLIS, INDIANA

November 28, 1949

Miss C. DeGregorio
716 - 26th Street
Union City, New Jersey

Dear Madam:

Replying to your letter of November 23rd, advise that the only medical school in the State of Indiana is Indiana University School of Medicine, the administration offices where entrance application is made is located at Bloomington, Indiana.

Chiropractic is not being taught in medical schools in Indiana and, as of this date, the Indiana Board does not have any chiropractic institution on its list of approved schools.

Yours very truly,

Board of Medical Registration
and Examination of Indiana
Executive Secretary

RVK:djc

STATE UNIVERSITY OF IOWA



IOWA CITY

Director of Admissions
And Registrar

November 8, 1949

Mr. Herman H. Farber
1809 Bergenline Avenue
Union City, New Jersey

Dear Mr. Farber:

We are pleased to know of your interest in the State University of Iowa, College of Medicine. Enclosed is a bulletin which will give you complete information concerning fees required.

Chiropractic is not a part of the State University of Iowa, College of Medicine, and is not taught in this school.

If you have questions after reviewing the enclosed bulletin, please let us know.

Sincerely yours,

Ted McCarrel, Registrar
by

Mary A. Anderson
Assistant

MAA:frh
Enclosure

WALTER L. BIERRING, M. D.
COMMISSIONER

State of Iowa
Department of Health
Des Moines 19

DIVISION OF
LICENSURE AND REGISTRATION

December 1, 1949

Miss C. De Gregorio
716-26th Street
Union City, N. J.

Dear Miss De Gregorio:

This will acknowledge your letter of November 23.
Enclosed herewith is a copy of the Rules and Regulations Governing the Practice of Medicine and Surgery in Iowa. Students of Chiropractic are not accepted in the medical schools.

Sincerely yours,

Walter L. Bierring
Walter L. Bierring, M. D.,
Commissioner, and Acting Director
Division of Licensure and
Registration

MW:EW

Enc.



STATE DEPARTMENT OF HEALTH

BRUCE UNDERWOOD, M. D.
STATE COMMISSIONER OF HEALTH

428 SOUTH THIRD STREET
LOUISVILLE 2, KENTUCKY

MRS. RAY WUNDERLICH, DIRECTOR
DIVISION OF REGISTRATION AND LICENSURE

November 30, 1949

Miss C. De Gregorio
716-26th Street
Union City, N. J.

Dear Miss Gregorio:-

Your letter of the 28th has been referred to this department. We have only one medical school in Kentucky which is the University of Louisville School of Medicine, 101 West Chestnut Street, Louisville, Kentucky. This is a class "A" school.

Chiropractic is not taught in our schools, and I would not know about the other states. For further information on this subject I would suggest you write Dr. Lillard Marshall, 313 Citizens Bank Building, Lexington, Kentucky.

Very respectfully,

Ray Wunderlich
(Mrs.) Ray Wunderlich, Director
Division of Registration & Licensure

RW:eo

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STATE OF MAINE
BOARD OF REGISTRATION OF MEDICINE
SECRETARY'S OFFICE
192 STATE STREET, PORTLAND, MAINE

November 28,
1949.

Miss C. De Gregorio,
716 - 26th Street,
Union City, N. J.

Dear Miss De Gregorio:

Your letter of November 28th is received. I would say that we do not have a medical school in the State of Maine at the present time, but there are 76 good schools in the country. I would not recommend one to you, but would advise that you write the American Medical Association, 535 North Dearborn Street, Chicago, Ill. for the information you desire.

I would say that no medical school has ever taught chiropractic within its walls, and there never will be one. The one who told you that must have been trying to "give you a good time."

Very truly yours,

Adam P. Leighton
Secretary.

APL:T

THE JOHNS HOPKINS UNIVERSITY
SCHOOL OF MEDICINE
710 NORTH WASHINGTON STREET
BALTIMORE 5, MARYLAND

OFFICE OF THE DEAN

November 1, 1949

Mr. Herman H. Farber
1809 Bergenline Ave.
Union City, New Jersey

Dear Mr. Farber:

I enclose copy of our "Requirements for Admission" of the Medical School.

Four years of satisfactory work in an accredited medical school are necessary before one can obtain a degree of doctor of medicine.

The cost to the students averages between \$1500 and \$2000 per year for expenses.

Chiropractic is not taught in the Medical School.

Yours truly,



William E. Grose, M.D.
Assistant Dean

WEG:MV
Enc. Req.



The Commonwealth of Massachusetts
Department of Civil Service and Registration

Board of Registration in Medicine

State House, Boston 33

November 30, 1949

Miss C. DeGregorio
716-26th Street
Union City, New Jersey

Dear Miss DeGregorio:

This is to acknowledge the receipt of your recent letter and in reply I may say that this Board does not recommend medical schools. I may say that there are three approved medical schools in this Commonwealth, namely, Boston University, Tufts Medical School and Harvard Medical School. These medical schools are all located in Boston, Massachusetts, and are approved by the Approving Authority for Colleges and Medical Schools of the Commonwealth of Massachusetts.

It is against the law to practice chiropractic in this Commonwealth.

Very truly yours,

George L. Schadt

GEORGE L. SCHADT, M.D.
Secretary
HCP

The Minnesota State Board of Medical Examiners

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All correspondence should be addressed
to the office of the Minnesota State
Board of Medical Examiners, 230 Lowry
Medical Arts Bldg., St. Paul, Minnesota.

Telephone Number
Cedar 3113—Station 446
and
Cedar 3064


ST. PAUL 2, MINNESOTA

November 30, 1949.

Miss C. De Gregorio,
716 26th St.,
Union City, N. J.

Dear Miss De Gregorio:

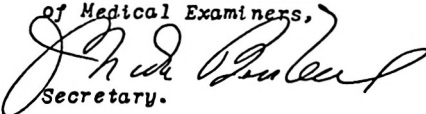
Your letter of November 26th, 1949,
has been received.

The only medical school located in
Minnesota is the University of Minnesota, School
of Medicine, located in Minneapolis, Minnesota.
Graduates of that school who are in a position to
produce an M.B. or M. D. degree are recognized by
this Board.

We have no information indicating
that Chiropractic is taught at the University of
Minnesota.

Yours very truly,

Minnesota State Board
of Medical Examiners,


Secretary.



1849—MINNESOTA TERRITORIAL CENTENNIAL—1949



JOHN A. HAILEY
EXECUTIVE SECRETARY

THE STATE BOARD OF MEDICAL EXAMINERS
OF MISSOURI
JEFFERSON CITY

November 29, 1919

Carmela De Gregorio
716-26th Street
Union City, N. J.

Dear Miss De Gregorio:

I am receipt of your inquiry in regard to the medical schools in the State of Missouri. There are two medical Schools located in St. Louis, namely, St. Louis and Washington Universities. Missouri University, at Columbia, Missouri, also has two years in Medicine. I doubt very seriously, if you will find chiropractic taught at any of these Universities.

Yours truly,

John A. Hailey
John A. Hailey
Executive Secretary

JAH:lfk

DEPARTMENT OF HEALTH
Frank D. Ryder, M.D.
DIRECTOR OF HEALTH



BUREAU OF EXAMINING BOARDS
DIVISION OF PREVENTABLE DISEASE CONTROL
AND LOCAL HEALTH SERVICES
DIVISION OF MATERNAL AND CHILD HEALTH
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DIVISION OF VITAL STATISTICS
BUREAU OF PUBLIC HEALTH EDUCATION
PUBLIC HEALTH LABORATORY
DIVISION OF SANITATION
DIVISION OF ATHLETICS

State of Nebraska
VAL PETERSON, GOVERNOR
LINCOLN 9

December 5, 1949

Miss Carmela De Gregorio
716 - 26th Street
Union City, New Jersey

Dear Miss De Gregorio:

In response to your recent letter, this is to advise you that the following medical schools are located in this state: College of Medicine, University of Nebraska, 42nd and Dewey Avenue, Omaha, Nebraska; College of Medicine, Creighton University, 14th and Davenport Streets, Omaha, Nebraska. Any correspondence that you intend to have with reference to the question of being admitted to such college should be forwarded directly to them.

You state that you have heard from fellow students that Chiropractic is now being taught in medical schools. For your information, we can advise you that such is not the case and that to the best of our knowledge, no phase of Chiropractic is taught in any medical school in the United States.

Yours very truly,

Frank D. Ryder, M.D.
Director of Health

Oscar F. Humble
Oscar F. Humble, Director
Bureau of Examining Boards

OFH:bb

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Nevada State Board of Medical Examiners

112 CURRY STREET
CARSON CITY, NEVADA

December 9, 1949

Miss Carmela DeGregorio
716 - 26th Street
Union City, New Jersey

Dear Miss DeGregorio:

There are no medical schools in the state of Nevada.

As far as we know, chiropractic is not being taught in approved medical schools.

We are sorry that we are unable to be of any help to you.

Sincerely yours,



George H. Ross, M.D.
Secretary-Treasurer.

GHR/MJ



State of New Hampshire

BOARD OF REGISTRATION IN MEDICINE
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SECRETARY

Oscar B. Gilbert, M.D. -
Exeter

December 1, 1949

Miss C. DeGregorio
716-26th Street
Union City, New Jersey

Dear Miss DeGregorio:

Your letter of November 26th has been received. The only medical school in New Hampshire is the Dartmouth Medical School at Hanover which does not accept women students. The only medical schools in New England which accept women are Tufts Medical School, Boston, Massachusetts, Boston University School of Medicine, 80 East Concord Street, Boston, Massachusetts, and Harvard Medical School, Boston, Massachusetts. The only other medical school in New England is Yale University School of Medicine, New Haven, Connecticut. I do not know whether they accept women or not.

Chiropractic is not being taught in any medical school and will not in the future.

Sincerely,

John Samuel Wheeler M.D.

John Samuel Wheeler, M.D.
Secretary

P.S. University of Vermont, School of
Medicine at Burlington Vermont.
JSW

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State of New Jersey

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SECRETARY

October 12, 1949

Miss Carmela De Gregorio
716 - 26th Street
Union City, New Jersey

Dear Madam:

In reply to your letter of October 11,
I am enclosing a list of the medical and professional
schools in the United States that are registered by the
Board at the present time.

I have no knowledge of chiropractic
being taught in medical schools.

Sincerely yours

E. S. Hallinger
Secretary

ESH:ems
enc.

NORTH DAKOTA STATE BOARD
OF MEDICAL EXAMINERS

November 30, 1949

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GENERAL ADMINISTRATIVE
OFFICER

Miss C. DeGregorio
716-26th. Street
Union City, N. J.

Dear Miss DeGregorio,

The only medical school in North Dakota is the one at the University of N.D.
at Grand Forks, North Dakota; which offers the first two years of medicine.
The enrollment is limited to fifty students, and most of the time there is a
long waiting list. To the best of my knowledge chiropractic is not taught in
any medical school, they have there own school, the principle one being in
Davenport, Iowa.

Yours very truly,

C. J. Glaspel
C. J. Glaspel, M.D.

CJG/mlw

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New Mexico Board of Medical Examiners

CHARLES J. MCGOEY, M. D., SECRETARY-TREASURER
SANTA FE, NEW MEXICO

DECEMBER
FOURTEENTH
1949

Miss C. DeGregorio
716 - 26th Street
Union City, N.J.

Dear Miss DeGregorio:

In reply to your letter of November 26th, there is no medical school in the State of New Mexico, and the nearest school is in Colorado. I know of no approved medical school which includes the study of chiropractic.

Sincerely,



Charles J. McGoey, M.D.
Secretary-Treasurer

k

THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
BOARD OF MEDICAL EXAMINERS

JACOB L. KOCHNER JR. M.D., F.A.C.S.
SECRETARY

23 SOUTH PEARL STREET
ALBANY 7, N. Y.

November 23, 1919

Miss C. De Gregorio
716 - 26th Street
Union City, New Jersey

Dear Miss De Gregorio:

In reply to your letter of recent date, please be advised that chiropractic is not legal in the State of New York and naturally no medical schools would think of teaching it.

An investigation by a group of scientists at the request of the State Medical Society resulted in a report indicating that chiropractic has no scientific basis and is worthless in the treatment of disease conditions.

For a list of approved medical schools, you should write to the Council on Medical Education and Hospitals, American Medical Association, 535 North Dearborn Street, Chicago 10, Illinois.

Yours truly



Jacob L. Kochner, Jr., M.D., Secretary
New York State Board of Medical Examiners

JLL:nju

NEW YORK MEDICAL COLLEGE
FLOWER AND FIFTH AVENUE HOSPITALS.

October 26, 1949

OFFICE OF THE DEAN

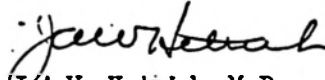
Mr. Herman H. Farber,
1809 Bergenline Avenue,
Union City, New Jersey.

Dear Mr. Farber:

Chiropractic is not taught as a part of the
medical curriculum of this College.

I am having your name placed on our list to
receive the next copy of our Catalog as soon as it
is received from the printer.

Sincerely yours,



J.A.W. Hetrick, M.D.
Dean

JAWH:W

SYRACUSE UNIVERSITY
SYRACUSE 10, NEW YORK

COLLEGE OF MEDICINE
OFFICE OF THE DEAN

November 11, 1949

Mr. H. H. Farber
1809 Bergenline Ave.
Union City, N. J.

Dear Mr. Farber:

In response to your recent inquiry, we do not have
a chiropractic school here at the College of Medicine.

Sincerely,

(Mrs.) J. A. Zimmerman
Secretary, Admissions

Hahnemann Medical College
235 North 15th Street,
Philadelphia 2, Pa.

November 19, 1949

Dear Mr. Farber:

Chiropractic is not taught at The Hahnemann
Medical College.

Alice C. Britt

Alice C. Britt, Sec.
to the Admissions Committee

BOARD OF MEDICAL EXAMINERS
OF THE
STATE OF NORTH CAROLINA

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IVAN PROCTER, M.D., RALEIGH

November 28, 1949

Miss C. DeGregorio
712-26th Street
Union City, N. J.

Dear Miss DeGregorio:

This will acknowledge receipt of your letter of November 26th.

The following are medical schools in the State of North Carolina,
all of which are approved:

University of North Carolina School of Medicine, Chapel Hill - a
two year medical school which is in the process of becoming a
four year school
Bowman Gray School of Medicine, Winston-Salem, N. C.
Duke University School of Medicine, Durham, N. C.

You may procure a list of approved medical schools from the Council
on Medical Education, American Medical Association, 535 North Dearborn Street,
Chicago.

We are unable to advise with reference to chiropractic schools.

Yours very truly,

IVAN PROCTER, Secretary
NORTH CAROLINA BOARD MEDICAL EXAMINERS

By, *(Mrs.) Louise J. McNeill*
Assistant Secretary



STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
DEPARTMENT OF HEALTH
STATE OFFICE BUILDING, PROVIDENCE 2

DIRECTOR OF HEALTH
EDWARD A. MC LAUGHLIN, M. D.

DIVISION OF
PROFESSIONAL REGULATION
THOMAS B. CASEY, CHIEF

November 30, 1949

Miss C. DeGregorio
716 26th Street
Union City, New Jersey

Dear Miss DeGregorio:

In accordance with your request of November 28 I am sending to you herewith copies of instructions and requirements for State Board examination in both the basic sciences and medicine.

Our Board of Examiners in Medicine includes on its list of approved medical schools those schools that are accredited by the American Medical Association.

I am enclosing also a list of approved chiropractic schools. Chiropractic as such is not taught in medical schools as a rule.

If I can furnish you with any additional information please communicate with me.

Sincerely yours,

Thomas B. Casey, Chief

TBC:bg
Encs.

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WYANDOTTE BUILDING
COLUMBUS 18

STATE OF OHIO
THE STATE MEDICAL BOARD

November 28, 1949

Miss C. DeGregorio
716 - 26th St.
Union City, N. J.

Dear Miss DeGregorio:

I have your letter of November 26 and am somewhat uncertain concerning your questions.

There are three recognized schools of medicine in the State of Ohio:

Ohio State University, Columbus, Ohio
University of Cincinnati, Cincinnati, Ohio
Western Reserve University, Cleveland, Ohio

Inquiry should be made to each of them concerning your ability to qualify.

Concerning your inquiry about Chiropractic, to my knowledge, there is no medical school which teaches Chiropractic.

Very truly yours,

N. M. Platter
Secretary

HMP:EMH

The School of Medicine
UNIVERSITY of PENNSYLVANIA
PHILADELPHIA 4

JOHN McK. MITCHELL, M.D., *Dean*

October 31, 1949

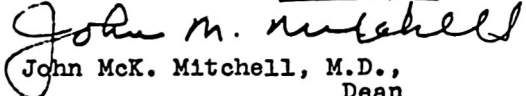
Mr. Herman H. Farber
1809 Bergenline Avenue
Union City, N. J.

Dear Mr. Farber:

Your letter of October 26 is at hand. We are sending you a catalog under separate cover. This will give you the information regarding length of the course, etc.

There is no relationship between chiropractic and regular medical school courses.

Sincerely yours,


John McK. Mitchell, M.D.,
Dean

JMcKM:aw

SOUTH DAKOTA

STATE BOARD OF MEDICAL AND OSTEOPATHIC EXAMINERS

300 FIRST NATIONAL BANK BUILDING • • SIOUX FALLS, SOUTH DAKOTA

C. E. SHERWOOD, M.D., SECRETARY

December 13, 1949

Miss C. De Gregdrio.
716-26 Street
Union City, New Jersey

Dear Miss De Gregdrio:

In reply to your letter of November 28, please be advised that a list of approved medical schools can be obtained from the American Medical Association 535 North Dearborn, Chicago 10, Illinois.

Chiropractic is not being taught in medical schools.

Very sincerely yours,

C. E. Sherwood, M. D.
Secretary

Helen Sundstrom

By Helen Sundstrom

hs

TENNESSEE STATE BOARD MEDICAL EXAMINERS

OFFICE OF THE SECRETARY

MEMPHIS, TENN.

December 2, 1949

Miss Carmela De. Gregorio
716 - 26th Street
Union City, New Jersey

Dear Miss Gregorio:

This will acknowledge receipt of your letter of November 28 in regard to medical schools in Tennessee. Vanderbilt Medical School at Nashville and the Medical Department of the University of Tennessee at Memphis are both approved medical schools. Because so many young people want to study medicine, you may find it hard to get in either one of them.

No approved medical school has anything to do with Chiropractic. I hope you never waste your time in a Chiropractic school.

Very truly yours,



H. W. Qualls, M.D.
Secretary

HWQ/vl

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Texas State Board of Medical Examiners



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December 2, 1949

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Miss C. De Gregorio
716-28th Street
Union City, New Jersey

Dear Miss Gregorio:

In reply to your letter of November 23, 1949 I wish to state that Texas has three medical schools - Baylor University College of Medicine located in Houston, Southwestern Medical College of The University of Texas, Dallas, Texas, and The University of Texas Medical Branch, Galveston.

For your information Chiropractic is certainly not included in the medical schools of the State of Texas. If you are interested in Chiropractic you will not find it in the above named medical schools.

Yours very truly,

M. H. Crabb, M. D., Secretary

By *Ms. Laura McElroy*
Assistant

LM/vp

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314 STATE CAPITOL
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December 2, 1949

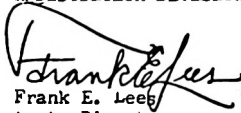
Miss Carmela De Gregerie
716-26th Street
Union City, N. J.

Dear Madam:

In reply to your letter of November 8, 1949,
will advise you that we recommend the University of Utah, here
in Salt Lake City, as a school to study medicine and surgery.
Chiropractic is not taught at the University of Utah.

Very truly yours,

DEPARTMENT OF BUSINESS REGULATION
Registration Division


Frank E. Lees
Asst. Director

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December 5, 1949

Miss C. DeGregorir
716-26th Street
Union City, N. J.

Dear Miss DeGregorir:

I am in receipt of your letter of the 28th. The only medical college in this State is the University of Vermont located in Burlington, Vermont. W. E. Brown, M. D., is the Dean of this college.

Chiropractic is not taught in any medical school except those expressly for that purpose. However, Chiropractors may be licensed in the State and are allowed to practice.

I will be glad to answer further questions at any time.

Yours very truly,

F. J. Lawliss
F. J. Lawliss, M. D.,
Secretary

FJL/ala

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COMMONWEALTH OF VIRGINIA



BOARD OF MEDICAL EXAMINERS

December 5, 1949

Miss C. De Gregorio,
716 26th St.,
Union City, N. J.

Dear Madam:

I am writing in reply to your letter of November 28, 1949 to say that the two medical schools in this state are the Medical College of Virginia, Richmond, Virginia, and the University of Virginia, Charlottesville, Virginia.

Chiropractic is not taught in either of these schools.

Yours truly,

K. D. Graves, M. D.
Sec'y-Treas.

KDG:mh

THE STATE OF WYOMING
Department of Public Health

FRANKLIN D. YODER, M. D., M. P. H.
DIRECTOR

CHEYENNE

December 2, 1949

Miss Carmela De Gregorie
716-26th Street
Union City, New Jersey

Dear Miss De Gregorie:

You did not state in your letter requesting information as to schools to study medicine and surgery how much preparation you have now had. There are two schools of medicine in this region, the University of Colorado School of Medicine at Denver, Colorado and one at the University of Utah at Salt Lake. There are no medical schools in Wyoming.

According to the best information I have, chiropractic is not being taught in schools of medicine.

Yours sincerely,


Franklin D. Yoder, M.D.
Director of Public Health

FDY:dtw

In further evidence as to whether or not Chiropractic is the practice of medicine, following testimony is that of Secretary of Louisiana State Board of Medical Examiners vs. A. E. F. Burton, Fred H. Walton, and C. E. Parsley, Docket Nos. 104,583, 104,584, and 104,585, tried in First Judicial District Court, Caddo Parish, Louisiana, March 23, 1950:

"(The excerpt from the testimony of Dr. Roy B. Harrison, pages 13 through 40 of the transcript in the Orleans Parish case, is as follows:

"Q. Doctor, you say you are secretary of the Louisiana State Board of Medical Examiners?

"A. Yes, sir.

"Q. That board is operating under Act 56 of 1914, as amended by Act 54 of 1918?

"A. Yes, sir."

"Examination by Mr. Simon:

"Q. Do you know what is the science of Chiropractic?

"A. I don't understand the question.

"Q. You know what is the science of Chiropractic?

"A. Do I know what is the science of Chiropractic?

"Q. Yes.

"A. You mean the question as to the definition of what Chiropractic is?

"Q. Yes.

"A. I know what the definition is given by most people, I think.

"Q. You understand it?

"A. I understand from the definition side; yes, sir.

"Q. Do you know whether or not the practice of Chiropractic is the practice of medicine and surgery in all branches of medicine and surgery?

"A. I don't think that *the question of Chiropractic has to do with surgery or obstetrics or that type of medicine; no, sir.*

"Q. What I am asking you is whether or not *you know* that the practice of Chiropractic is the practice of medicine and surgery *in all its branches.*

"A. I WOULD SAY IT IS NOT THE PRACTICE OF MEDICINE AND SURGERY IN ALL OF ITS BRANCHES.

"Q. You know whether or not it is the practice of medicine and surgery within *some* of its branches?

"A. According to my idea as to what is the practice of medicine *I would say it is, yes.*

"Q. It is in *some* of it?

"A. Yes.

"Q. Are you qualified in the science of Chiropractic sufficiently to authoritatively prepare an examination for Chiropractors to determine their competency and qualifications?

"A. I think I could in short order prepare one for them.

"Q. That examination with reference to whether or not their qualifications were satisfactory, would it be comprehensive? Would it include *all branches of medicine and surgery*?

"A. I think anyone to practice medicine and surgery should be able to pass a comprehensive examination in the practice of medicine and surgery in all of its branches.

"Q. My question is you have stated you could prepare an examination to test the qualifications *of a Chiropractor*. Would that examination be sufficiently comprehensive to include all branches of medicine and surgery? Would it be necessary to determine their qualifications in all branches of medicine and surgery?

"A. I will answer by saying that any individual who passes any type of examination to practice medicine should be qualified in all of the branches of medicine.

"Q. Dr. Harrison, you have just testified that the science of Chiropractic *does not include all the branches of medicine and surgery, correct?*

"A. *Yes, sir.*

"Q. If you were to give an examination to determine the competency and ability of Chiropractors, would you examine the Chiropractor in *all* the branches of medicine?

"A. *I certainly would.*

"Q. Why, if it isn't necessary to be fully acquainted with *all* branches of medicine to know the science of Chiropractic, would you require an examination in *all* branches of medicine and surgery?

"A. I will answer that by saying in my own opinion anyone, to practice medicine and surgery, irregardless of what he would set himself out as practicing, should be qualified to pass an examination in all branches.

"Q. You believe the same thing with reference to an osteopath?

"A. I do.

"Q. You believe an osteopath should stand a medical examination on all branches of medicine and surgery within the meaning of the Medical Practice Act?

"A. I don't see why he shouldn't.

"Q. Then you don't agree with the osteopathic act?

"A. It was before my time.

"Q. Will you answer my question?

"A. I told you before I think they should take all branches.

"Q. What does a Chiropractor include and what does he exclude?"

"Q. Insofar as he relates to branches of medicine and surgery.

"A. I can answer that fairly definitely. I can't answer absolutely positive.

"Q. Answer the best way you can.

"A. *Chiropractic certainly doesn't include bacteriology and pathology and biochemistry and surgery and obstetrics, and it does not include the theory and practice of medicine. It doesn't include materia medica.*

"Q. Doctor, I want you to listen carefully to the choice of words of the following question. To determine the competency and qualifications of a Chiropractor would it be necessary that he stand a satisfactory examination *in materia medica*?

"A. *It would.*

"Q. You have just testified, Doctor, *that the science of Chiropractic does not include materia medica.*

"A. *I don't believe it does.*

"Q. Then why would an examination in *materia medica* be necessary to determine his qualifications as a Chiropractor?

"A. My reasons for making *such a mistake* are very plain, and for the reason I think any individual who sets himself out to practice medicine in any type or any form should be qualified in all of the fundamentals of medicine as taught in the recognized American medical colleges of the United States.

"Q. Doctor, you say the practice of medicine. Are you referring to the definition of the practice of medicine as contained in the Medical Practice Act or your theoretical concept?

"A. I think anyone who holds himself out to cure or relieve people, regardless of the manner he does it, is practicing medicine.

"Q. You think, therefore, a nurse should stand an examination? On the various subjects outlined by the Medical Practice Act?

"A. Nurses, to my conception, do *most* of their work under the supervision of a physician.

"Q. What about work *they don't do* under the doctor's direct supervision?

"A. I don't know that kind of nurse.

"Q. You know that nurses do hire themselves out to take care of a sick person?

"A. I know the sick person is under the care of a physician, and they take the physician's orders.

"Q. You think also that a *dentist* who relieves pain and bodily ailments should be made to stand an examination on the various subjects outlined by the Medical Practice Act?

"A. I think the question of dentistry is somewhat different from the practice of medicine inasmuch as so much of it is mechanical and over such a localized area.

"Q. You just stated that in your opinion anyone capable of holding himself out *as relieving pain* should take the examination as provided by the Medical Practice Act. Are you retracting that position?

"A. No, I don't think a dentist comes within that category, because the field is limited to only the oral cavity, which is the mouth, and the teeth. I think a field that limited would not come into the relief of pain and other ailments of the body.

"Q. But he does relieve pain per se within the meaning of the Medical Practice Act?

"A. I don't know why you would say within the meaning of the medical practice act, *but he does relieve pain*.

"Q. Doctor, in order to determine the competency and qualifications of a dentist you don't feel he should be called upon to take an examination on all phases of the Medical Practice Act?"

"Q. Dr. Harrison, the Medical Practice Act provides that the applicant for a license to practice medicine shall satisfy the board of his good moral character. By what standard do you judge a man concerning his moral character? By what standard does the board judge a man?"

"Q. Doctor, the act also provides that the applicant shall submit a diploma from a college in good standing, of any sect, teaching medicine or the healing art. What standards, if any, do you think the Louisiana State Board of Medical Examiners use in determining what is a college in good standing?

"A. We accept the standards as set out by the Association of American Medical Colleges or the Council on Medical Education and Hospitals of the American Medical Association."

"Q. You accept the standards or you change them when you receive them from the national foundation?

"A. We accept them. We have nothing to do with the teaching in American medical colleges except that they meet certain requirements.

"Q. Therefore, if a medical college should be at variance with the pronouncements of the national association, a graduate from that medical college would not be eligible?

"A. That is correct.

"Q. No matter how much he knew?

"A. If any individual who graduates from a school we do not recognize as acceptable school, we do not examine him.

"Q. And that is a conclusion reached irrespective of his ability in the science of medicine?

"A. *We don't examine him to find out what his ability is.*

"Q. In other words, *that is conclusive regardless of his ability?*

"A. I can't answer that question because *I don't know what his ability is.* We do not examine an individual who gives us a diploma from an unrecognized school.

"Q. The individual, irrespective of his ability, teachings and learnings, he cannot take an examination and he cannot receive a certificate from the Louisiana State Board of Medical Examiners?

"A. Unless he receives a diploma from a recognized school, he cannot."

"Q. Do you recognize The Palmer School of Chiropractic as an established school in that line?

"A. *I don't recognize any school of Chiropractic.*

"Q. You recognize a school of osteopathy?

"A. I have nothing to do with schools of osteopathy.

"Q. What do you mean by you don't recognize a school of Chiropractic?

"A. I don't know where I have ever come in contact with Palmer School of Chiropractic or a person recognizing it or anything else.

"Q. By recognize, do you mean you don't approve of it?

"A. I never have come in contact. I have never been asked whether I approve it. I have never had a diploma from the Palmer School presented by a Chiropractor.

"Q. Doctor, if a Chiropractor presented you with a diploma from Palmer School of Chiropractic, would you permit him to stand an examination?

"A. Before our Board?

"Q. Yes.

"A. Before the Louisiana State Board of Medicine?

"Q. Yes.

"A. No, sir."

"Q. Doctor, *does a medical school whose standards of education you accept teach Chiropractic?*

"A. *They teach the equivalent of Chiropractic.*

"Q. What is the equivalent of Chiropractic?

"A. I think anyone who graduates from a recognized American Medical college can practice any of the healing arts. That is just my personal opinion.

"Q. That is not an answer to the question. Do they teach Chiropractic as a science?

"A. Well, what do you mean by do they teach Chiropractic?

"Q. Just exactly what I said, Doctor.

"A. *According to that question I couldn't answer it correctly.*

"Q. Doctor, do you or don't you know what is the science of Chiropractic?

"A. That is what I was trying to find out.

"Q. How do you know where they teach it if you don't know what it is?

"A. That would be any branches of medicine.

"Q. Doctor, your statement *that they teach the equivalent of Chiropractic is merely a personal assumption* on your part?

"A. Exactly, as I told you.

"Q. But you don't know of your personal knowledge, do you?

"A. No, sir; I would say I don't know of my personal knowledge.

"Q. Doctor, the examination exacted by the medical practice act includes all of the branches of medicine and surgery, doesn't it?

"A. It is supposed to.

"Q. Does it or doesn't it?

"A. It includes all the branches of medicine and surgery as is taught today; yes, sir.

"Q. That is all, Doctor."

"Cross Examination by Mr. Simon:

"Q. Dr. Harrison, you just testified that you don't believe a diagnosis of an ailment can be made without a complete knowledge of all branches of medicine, correct?

"A. Under certain conditions; yes, sir.

"Q. Dr. Harrison, therefore *one cannot diagnose a toothache* without having a complete knowledge of *materia medica* and all branches of medicine?

"A. *You are certainly correct, sir.*

"Q. He cannot do so?

"A. *Not absolutely positive.*

"Q. Not absolutely positive?

"A. No, sir. The pain could be referred to the tooth by conditions that had no connection thereto at all.

"Q. Then, therefore, *a dentist* in Louisiana is not a qualified person to practice medicine in Louisiana under the act because he is not qualified under the act, correct?

"A. No, it is not correct. The question you asked me was if a man had a toothache you would not need any other means of diagnosis, correct?

"Q. No, the question I asked was *couldn't one diagnose a toothache without* having a knowledge of all branches of medicine?

"A. *Yes, sir.*

"Q. Then your statement you made that a man could not make a diagnosis without a complete knowledge of all branches of medicine *is not correct?*

"A. The question of a tooth—I think the statement I made before, Mr. Simon, was in certain conditions these diagnoses, you have to have a complete knowledge of all the branches.

"Q. *Then you retract your statement* and place it on a provisional basis?

"A. *Yes, sir.*

"Q. Then, doctor, how do you know Dr. Marble is a Chiropractor in face of your previous testimony that you don't know what the science of Chiropractic is?

"A. He held himself out as a Chiropractor and had a sign on his building that he was a Chiropractor, and he told me personally that he practiced Chiropractic medicine or whatever you want to call it.

"Q. Therefore, your statement is merely based upon hearsay statements and not of your own knowledge?

"A. I saw his sign.

"Q. That is the only facts you got?

"A. And he told me himself, and I saw patients that went to him and he had given them what I would consider a Chiropractic treatment.

"Q. Then, therefore, your testimony is based merely upon what someone told you?

"A. It is based on the three facts I have told you."

The Story Of CHIROPRACTIC AND THE NATION'S HEALTH

Preface

Various proposals are before Congress designed to increase the availability of adequate health care to the people of the United States. None of them make specific reference to Chiropractic, and presumably a citizen would have no right to request Chiropractic care under any of said proposals if adopted in their present form. Attention is invited to the accompanying Resolution adopted by the Officers and Board of Control of the International Chiropractors Association. This brief has been prepared for the purpose of presenting the need to include Chiropractic in any National Health Plan which may be enacted into law.

Chiropractic Profession Serves Large Proportion of Population

More than 30,000,000 people in the United States have accepted Chiropractic Health service... served by the second largest of the healing arts profession, Chiropractic, comprising nearly 20,000 practitioners located in every section of the country.

If a National Health Plan is adopted, the 30,000,000 Chiropractic patients must be provided for in a way which will permit freedom to choose Chiropractic care as well as Medical and Dental care, and on the same equal basis.

Chiropractic Separate and Distinct from Medicine

Chiropractic has approached the problem of the cause of disease from an entirely new and fresh viewpoint from that of medicine. It was developed independently from medicine, and does not employ medical procedures.

Furthermore, Chiropractic offers a type of health service not otherwise available. Medical doctors do not practice Chiropractic... Chiropractors do not practice Medicine. The two types of service are entirely separate and distinct. This separate and distinct, co-equal and independent, status of Chiropractic has been recognized by State legislation and licensure without reference to medical licensure.

Scope of Chiropractic Principle and Practice

Chiropractors limit practice to the adjustment, by hand only, of the articulations of the human spinal column for the purpose of

removing interference to the transmission of nerve energy between brain and body.

Briefly, Chiropractic holds that human ailments are caused by interference to the natural flow of nerve energy between brain cell and tissue cell. Thus, if an organ of the body is failing to receive normal quantity flow of nerve energy, this is manifested in the particular organ affected by either lack of function or excess of function — which is disease.

Interference to free flow of nerve energy occurs most frequently in the nerve trunks passing through the spinal column. The interference is produced by misalignment (called subluxation) of the vertebral segments composing the spinal column.

Scientific Chiropractic Analysis

The Chiropractor detects subluxations by use of palpation, X-ray and other scientific instruments. The Chiropractor determines whether interference to natural flow of nerve energy is present. From this analysis, the Chiropractor decides whether the particular case is a Chiropractic case, or whether the individual should be referred to another type of practitioner. If, in the opinion of the Chiropractor, there is a Chiropractic case, the Chiropractor will make an adjustment of the subluxated vertebra or vertabrae in the manner indicated by the analysis, thus removing the interference to natural flow of nerve energy between brain and body. Function of the affected organs of the body is thereby restored to normal — which is health.

Chiropractic services do not depend on medical diagnosis for a proper application. None of the analytical procedures above outlined are medical procedures. However, the Chiropractor is adequately trained to recognize the various diagnosed conditions for the purpose of complying with health laws, rules and regulations.

Chiropractic Regulated by Separate Licensure

The Chiropractor is an expert in a particular field of practice, as evidenced by licensure recognition in the various state jurisdictions, the District of Columbia and Territories of Alaska and Hawaii. Thus, the people are assured of qualified practitioners, and the maintenance of high professional standards. Wherever legislators have failed to provide co-equal status with Medicine, the regulations are frivolous, unrealistic, and unenforceable. Medical students are not examined to test a knowledge of Chiropractic principles; Chiropractors are not trained to practice *materia medica*. Studies

of sciences which are dissimilar in theory and practice are bound to be poles apart. For these reasons, the National Health Plan must give recognition to the independent status of Chiropractic.

Chiropractic Research

Science is a body of provable facts. Science, therefore, is not the subject of belief, but the subject of observable phenomenon. Chiropractic is a science and has demonstrated the indisputable fact that correct application of the Chiropractic principle restores health to sick people in the vast majority of cases in which Chiropractic care is indicated. Therefore, it is of no consequence that a particular group of individuals believe in or do not believe in Chiropractic. Chiropractic is performing a vital health service to the Nation, and a vital health service to the people, and that service must be recognized by including Chiropractic in the National Health Plan.

The People Must Be Served

Public sentiment is the most vital constituent of our democratic society. No law can endure against public opinion.

The Chiropractic profession has continued to grow because the Science of Chiropractic gets sick people well. The same people will demand that Chiropractic be accorded a proper co-equal status in Federal Health Legislation. Not only Chiropractic patients, but all who believe in justice and equality before the Law, insist that in any issue as important as the Nation's Health, full consideration must be given to the rights and privileges of all citizens.

The Story of CONTINUITY

When man has a dislocation in his neck, what happens?

He becomes paralyzed below the dislocation.

Why? Because dislocation produces pressure on spinal cord.

What has that to do with production of paralysis?

It cuts off nerve force flow below dislocation, between brain and body. This is a well known medical fact, in logic and reason, principle and practice.

What do orthopedic surgeons do?

Apply traction between head at one end and the legs at other end.

Why? To stretch spinal column.

Why? To attempt to replace dislocated vertebra.

Why? To release pressure upon spinal cord.

Why? To permit restoration of flow of nerve force between brain and body.

Why? To restore locomotion to muscles.

When man falls and breaks his back, in small of back, and becomes paralyzed from there down, what causes paralysis?

This is a well known fact in medical logic and reason, in principle and practice.

What had "breaks his back" to do with paralysis?

You say fracture produced a pressure upon spinal cord. Why?

What had that to do in producing paralysis?

You say it cut off flow of nerve force going to muscles. Why?

What had that to do in producing paralysis?

You say it takes nerve force flow to move muscles, lack of which is paralysis.

What do surgeons do? Operate to remove bone pressure.

Why? To restore nerve force flow.

Why? To restore motion.

When, by accident or intention, a nerve is severed, cut, and a portion becomes paralyzed — why?

You say nerve force is cut off; nerve is not a continuity.

What has that to do with producing paralysis?

You say it takes nerve force flow to move muscles, lack of which is paralysis.

When, by intention, novocaine is injected, pain ceases. Why?

You say it takes impressions from one part of body to go to brain to be interpreted, and novocaine inhibits flow between — therefore, no feeling.

What does vertebral subluxation do that produces paralysis? It produces pressure upon nerves, which prohibits flow of nerve force between brain and body, lack of which produces paralysis of some organ or organs in body.

Why does pressure upon nerves produce paralysis? It interferes with normal quantity flow of nerve force between brain and body, inducing lack of normal rate of action of tissue structure — paralysis.

What difference is there, in logic, reason and fact between medical and surgical pressure upon spinal cord, and Chiropractic pressure upon spinal cord or spinal nerves? None!

What difference exists between medical and surgical releasing of pressure to restore nerve force flow, and Chiropractic adjustment to restore normal quantity flow of nerve force?

What IS dis-ease? It IS paralysis of motion of structure.

Is all dis-ease then a form of paralysis? Yes!

How much difference is there between fracture producing pressure, and subluxation producing pressure?

If medical men admit fracture-pressure producing paralysis, why not subluxation-pressure producing the same?

CHIROPRACTIC IS AS SIMPLE AS THAT!

A continuity of electricity flowing thru a continuity of copper wire equals a continuity of light, motion, heat, or what-have-you.

If there is a blow-out of a fuse, continuity of electricity stops — no light, motion, or heat. If wire is broken or cut, same condition exists.

One must be continuous thru a continuity of other, to produce function.

A continuity flow of mental impulse, thru
a continuity of nerve matter, means

a continuity of energy flowing thru an organ or organs, which means
a continuity of motion, which means
a continuity of function, which means
a continuity of health.

A 100 per cent flow of mental impulse supply thru
a 100 per cent of nerves, means
a 100 per cent of energy flowing thru
a 100 per cent of man, which means
a 100 per cent of motion in all parts, which means
a 100 per cent of function, which means
a 100 per cent normal healthy man.

A 100 per cent flow of mental impulse supply thru
a 100 per cent of nerves;
a 100 per cent of energy flowing thru *a part* of the man matter,
thru either accident, amputation, or operation, means
a reduction of motion in ALL parts removed, which means
a reduction of function, which means a handicapped individual
in some part or parts; for all parts were made for a
purpose — educated physicians, notwithstanding.

A reduction of less than 100 per cent of mental impulse supply
thru 100 per cent of nerves, means
a reduction of energy flowing thru 100 per cent of man, which
means
a reduction of motion flowing thru 100 per cent of man, which
means
a reduction of function in that part or parts to which this
reduction flows, which means
a reduction of health in that part or those parts to which this
reduction flows.

The Story of
THE RIGHT OF SICK TO GET WELL

By
Father Thomas J. S. McGrath, S.J.

"There is a principle which is a bar against all information, which is proof against all argument, and which cannot fail to keep a man in everlasting ignorance. That principle is condemnation before investigation."

— Spencer

Chiropractic is all wrong! It is fakery of the first water! And how any intelligent person can believe in it, is hard to see. The Chiropractic theory of disease is false and there is some doubt whether Chiropractic treatment is of any value at all, and at the most it can be looked upon simply as a therapeutic agent to be used in a limited number of cases.

These are some of the disparaging expressions I have heard and read by which various parties have heaped imprecations upon Chiropractic and chiropractors, its exponents.

When I hear or read such jeering remarks, I merely smile up my sleeve and feel sorry for their author; for I have personally experienced and personally seen too many splendid results accruing from Chiropractic to suffering humanity to have my faith in it shaken by the "ipse dixit" of any one.

I know from personal experience what scientifically given "hole-in-one" adjustment can do; for, after suffering untold agonies for years from an injured back; after wearing about six varieties of belts, two steel braces, and a plaster cast without obtaining permanent relief; and after an eminent physician was frank enough to say, "We have not found the cause," I turned, in desperation, to Chiropractic. In the summer of 1935, I came to Davenport and placed myself in the hands of Dr. B. J. Palmer, himself. Six weeks in this city, during which time I got just three HIO adjustments, and I returned a new man to my strenuous work of missionary and have continued it right up to now.

But I have not only experienced the beneficial results of Chiropractic in my own case, I have seen it in others, some of whom I advised to consult competent HIO chiropractors, whom I could conscientiously recommend; other cases were people whom I personally knew and from whom I heard their story.

Some Cases

These are some of the cases: a school teacher having convulsions and on the verge of an operation for what had been diagnosed as brain tumor, restored in two months to health by HIO adjustments; a young man, after a football injury, lying for some two years with his body, from chest down, as stiff as a curtain rod and given up to waste away and die, but today, thanks to scientific Chiropractic, walking about without even a cane; a nine year old child with a decaying femur and a thigh continually exuding pus that thirteen operations failed to stop; perfectly well after a few weeks of properly given adjustments; a business man, suffering with heart malady, scarcely able to go to his office, yet today, thanks to a HIO chiropractor, able to play nine holes of golf.

With these, and many other remarkable Chiropractic cures that I personally know of, in mind, no one can ever convince me that Chiropractic is fakery or farce; and I take supreme delight in rehearsing the history of some of these cases when I meet a doubting Thomas.

At times, it is true, the relation of cases that have come under my own observation produces no other effect than a shrug of the shoulders, a passing "it was merely co-incidental," or "I still don't believe it." But frequently (and no later than yesterday morning) the listener will say: "Well I am glad to hear all this for I had no idea that Chiropractic was so general in its scope. I knew it was good for SOME things but had no idea it could produce the results you have given me."

A man in one of our Southern cities, after listening to some of the marvels I had to narrate, said: "I am certainly glad that I met you and had this talk, for I had always regarded chiropractors as a bunch of quacks and fakers"; and he asked me for the name and address of a straight, HIO man that I knew to be competent.

Yet, my dear students, the opinion is prevalent and more widespread than you might be willing to admit, that Chiropractic is all wrong; that it is quackery and fakery of the first water. So let us face facts this morning, unpleasant though they be, and try to ascertain just why this opinion is so general.

Why Opinion Prevalent?

While it is undoubtedly true that a great deal of credit for this opinion must be laid at the door of the medical profession, still, in my humble opinion, that is not the real answer. During the summer that I was in Davenport under Dr. Palmer's scrutiny, he gave what, to my mind, is the real reason for the prevalence of

this unfavorable opinion when he said, during one of our many conversations: "Father, I feel I have made a success of Chiropractic, but a miserable failure of chiropractors."

But I am going to qualify or modify the second part of this, and say that "many chiropractors have made a miserable failure of themselves and have brought Chiropractic into disrepute." I shall go further still and say that the biggest enemies of Chiropractic are **CHIROPRACTORS** — chiropractors who are incompetent, chiropractors who are not gentlemen, chiropractors who are grimy in their appearance and who practice in untidy and uninviting offices, chiropractors who can't give a proper adjustment, chiropractors who promise a cure for everything and can't or **DON'T** deliver the goods.

And in making this statement, I am not speaking as an enemy of Chiropractic but as its friend; not as a novice whose experience has been limited to a small locality, but as a patient who has been adjusted by chiropractors from New Mexico to South Carolina and from Davenport to Miami, Florida — a fairly extensive field from which to take my cue.

Dr. Palmer wrote me in a letter dated October 30th of the current year: "As I read your letters and talk with you, I am convinced that you know more Chiropractic fundamentals than the average Chiropractor — not only those who leave school, but those who later dilute it in the field." I did not quite get his "dilute it in the field," so I refer you to him for further interpretation, although I think I know pretty well what he meant.

That Dr. Palmer shares my opinion concerning the harm that incompetent, inefficient, and sorry chiropractors in the field do to Chiropractic, is shown by the following incident. I wrote a letter to a friend of mine here in Davenport and said in the course of it: "Some of the chiropractors that I have met are, **AS CHIROPRACTORS**, good farm hands." This friend showed my letter to B.J. and he facetiously replied: "Well, you are young yet. You will eventually learn what a good farm hand is."

I stand corrected: But I repeat that many of the chiropractors I have had dealings with do not really **KNOW** Chiropractic, never learned it, can't put its principles into practice and can't sell it to others. Hence a few words about Chiropractic itself will not be out of place.

What Is Chiropractic?

First of all, what **IS** Chiropractic? If you pick up a copy of "**THE CHIROPRACTOR**" you will notice on the inside front cover the following:

Chiropractic Defined

Chiropractic is a Philosophy, Science, and Art of things Natural; a system of adjusting the articulations of the spinal column, *by hand only*, for the correction of the cause of dis-ease.

Did you ever stop to study that definition, to analyze every word of it, to understand it so that you can explain it to others? Were someone, after reading that definition, to ask you the difference between "philosophy," "science," and "art," would you be able to intelligently tell him; or, would you begin to stall and stammer around, as I have known chiropractors to do? And supposing that you could properly define "philosophy," "science," and "art," would you be able to show how Chiropractic is a philosophy, how it is a science, and how it is an art? And, if so, why add the words "of things Natural?"

Let us start at the end, namely with the words "things Natural." The words "things Natural" are designedly used to exclude and eliminate any intervention of a supernatural or divine character. In other words, to exclude miracles in the strict sense of the word; to distinguish Chiropractic from religion or any healing of a miraculous kind.

Chiropractic, in the above-mentioned definition, is called a PHILOSOPHY. But what IS "philosophy?" The classic scholastic definition of philosophy is "*scientia rerum per ultimas causas*" which means "a knowledge of things in, or through, their last causes; in their fundamental causes."

Chiropractic A Philosophy

According to that classic definition, venerable not only for its correctness but also because of the master minds who have accepted it as true, is Chiropractic a philosophy? Certainly! But WHY? Because you run down disease not to swollen glands, turgid muscles, stiff joints or poorly functioning organs but to a subluxated vertebra that is hindering the normal flow of vital energy from brain to effected part; trace disease not to effects but to cause. You remove the cause by a properly given adjustment and nature does the rest. Hence you can well apply to Chiropractic the old Latin adage "*sublata causa, tollitur effectus*" — remove the cause and you remove the effect."

(But let me say, by way of parenthesis, that you must distinguish between "disease" and "injury." You can have an "injury," for instance a broken leg, a cut hand, a torn ligament, etc., with no subluxation at all).

Hence Chiropractic is a PHILOSOPHY because it is a knowledge of disease in its FUNDAMENTAL, or PRODUCING cause. And you run down disease not to effects but to its cause — a subluxated vertebra.

Chiropractic A Science

Chiropractic is also called a SCIENCE in the fore-mentioned definition. But what is science? "Science is the knowledge of facts, laws, and proximate causes, gained and verified by exact observation and correct thinking." Briefly, science is a systematic knowledge of the laws of nature.

According to that definition, is Chiropractic a science? Certainly! Because you have observed not one fact but a series of facts where the sick have gotten well by properly given adjustments of a misplaced vertebra or vertebrae; then by "correct thinking" and careful deduction you have established the law that "a subluxated vertebra causes an interference in the normal transmission of vital energy generated in the brain and traveling over nerves to organs, cells, and tissues, thus producing abnormal function and disease and a properly given adjustment will reverse the process and restore normal transmission of vital energy and consequent restoration of health." Hence you can appropriately and accurately apply the old scholastic adage "causa causae est causa causati" — the cause of the cause is the cause of the thing caused.

Chiropractic An Art

Thirdly, Chiropractic is called an ART. But what is art? "Art is a system of rules devised for procuring some scientific, aesthetic, or practical result."

According to that definition, is Chiropractic an art? Certainly! Because there are known and taught rules for giving a proper adjustment to a subluxated vertebra. What these rules are, you well know — at least in theory.

But how do "philosophy," "science," and "art" differ? PHILOSOPHY deals with or is related to something EXISTENT or possible; with something that is real or that can become real. SCIENCE deals with or is related to something to be KNOWN. ART deals with or is related to something that is to be DONE. Chiropractic as a philosophy, deals with the CAUSE of disease, namely a subluxated vertebra — something real and actual. Chiropractic, as a science, deals with the production of disease by a subluxated vertebra and the curing of disease by setting that vertebra back in place; with WHAT vertebra is subluxated, HOW it is subluxated, in WHICH DIRECTION or directions. Chiro-

practic, as an art, is concerned with HOW TO SET the subluxated vertebra so that it will "stay put" and thus give nature a chance to take its proper and normal course.

So far we have made an analytical study of the definition of Chiropractic. That definition and its analysis are suitable for people who THINK — but there is not one in a hundred who does. They let others do their thinking for them and would not recognize an original thought if they met it in the middle of the road. They are satisfied to take the opinions and thoughts of other men and palm them off as their own.

Easy Definition

Consequently, let us define Chiropractic so that not only a thinking man can understand it, but so that ANY ONE can grasp it. This is the way I define it: "Chiropractic is a method of drugless healing in which a misplaced vertebra of the spinal column, (that is interfering with the normal transmission of vital energy from the brain to organs, tissues, or cells of the body, thereby causing disease) is set back into its proper position BY THE HAND ONLY, thus restoring the normal flow of this vital energy, which produces normal function and consequent health."

Dr. Palmer might object to my definition by saying that the chiropractor does not cure the disease; that NATURE does the curing. But I would still stick to my definition and requote the classic and scholastic adage "causa causae est causa causati" — the cause of the cause is the cause of the thing caused. And since the chiropractor, with his "educated" hand, is the cause of the subluxated vertebra being put back into its normal position, thus giving nature a chance to do its hitherto impeded and interrupted work, productive of the cure, he can, since he is the "cause of the cause," be rightly said to cure disease — a kind of "me" and Nature process.

Best Place To Learn

Now that we have defined Chiropractic from an analytical standpoint, as well as from a standpoint that any one can understand, I next ask the question: "Where can scientific Chiropractic best be learned?" To this question I answer, without a moment's hesitation, IN THE PALMER SCHOOL OF CHIROPRACTIC, DAVENPORT, IOWA. "PALMER" on a chiropractor's diploma is like "STERLING" on silver.

This is not a mere opinion, suggested by my personal admiration and love for the head of the school. It is an opinion formed by what I have seen in Chiropractic offices. I have noticed that graduates

from this school, when they go out into the field and begin to practice, even though they lay aside the principles of straight Chiropractic and become "mixers" of the very worst type, will hang their Palmer diploma where it can be conspicuously seen whether the diploma gives them credit for a full-time course or for special post-graduate work. And I have noticed, too, that in many waiting rooms there is to be seen that metal shingle that reads "Palmer Graduate." Moreover, I have observed that in their telephone book advertisements, they call attention to the fact that they are Palmer graduates. Now there must be a reason for this; and the reason, as I see it, is that they realize full well that a Palmer graduate has a unique standing—a standing that is enviable. The pity of it is that all holders of a Palmer diploma are not worthy of the name they are privileged to display.

Birthplace of Chiropractic

This is the best place to learn scientific Chiropractic because it is the BIRTHPLACE of Chiropractic, and there are always sacred traditions clinging to a birthplace—an atmosphere that is not breathed anywhere else. Chiropractic, it is true, is still a very small child. It is still in its swaddling clothes and, in comparison with other healing arts, is as yet very, very young; STRONG, for its age, it is true, but as yet a child. But watch it grow!!!

Not only because this is the BIRTHPLACE of Chiropractic is this school the best for learning scientific Chiropractic, but also because it is the FOUNTAIN HEAD OF CHIROPRACTIC. Even an enemy of Chiropractic, in a pamphlet I read recently, affirms this. Rehearsing the history of the science, the author says: "Whether or not D. D. Palmer discovered Chiropractic, there is no doubt that his son, B. J. Palmer, developed it. 'B. J.' as he is called, is an extraordinary individual. Of little formal education, he is shrewd, resourceful, magnetic—a salesman par excellence."

Yes, and he is more than a salesman par excellence. He is a chiropractor par excellence, a fact that is admitted universally. I have often heard him spoken of as the MASTER CHIROPRACTOR of the world. And there is the BIGGEST reason why I say that this is the best place to learn scientific Chiropractic.

Dr. Palmer Extolled

I dare say that any one of you, not a member of the Catholic church, desiring to study it, would rather sit near the Pope for instruction than get it from some obscure priest in a country parish. Well, here in the Palmer School you sit at the feet of the "Pope" of Chiropractic in the person of Dr. B. J. Palmer.

If you wished to study scientific botany, you would certainly prefer to take lessons from a man like Burbank rather than from a landscape gardener. Dr. Palmer is to Chiropractic what Burbank was to botany.

If you wanted to study automobile construction, you would prefer to be under the tutelage of Henry Ford rather than under that of some automobile mechanic working in a garage. Dr. Palmer is to Chiropractic what Henry Ford is to the automobile industry.

If you were about to take a trip, you might go by ox-cart, buggy, train, automobile, or air-plane. In this school you are getting the air-plane type of Chiropractic; Chiropractic that will get the best results in the shortest time.

Remember, you are getting your Chiropractic knowledge from a man who has given some forty years of his life to its development. He studies it, investigates it, thinks it, dreams it, talks it, writes it. In a word, he is as much absorbed in Chiropractic as a sponge in the depths of the ocean. And there is a special reason why he should be, for not only is he personally interested and obsessed by it, it is HIS HERITAGE — a heritage left him by his Father who discovered it.

Well Equipped

Moreover, yours is a school that is thoroughly equipped. Hours and hours have I spent in its superb osteological museum, with its \$150,000 worth of specimens of all kinds, shapes and sizes, from normal and perfect ones to the most abnormal monstrosities. You, as chiropractors, will be dealing with bones. Consequently you have to know bones, normal and abnormal bones; for, when you get a patient on your adjusting table, you are going to adjust bones.

A chiropractor in one of our southern cities recently gave me a most excellent adjustment and I said, as I arose from the table: "Doc, that is the BEST adjustment you have ever given me." I meant just that, for he slipped that old atlas into position just as easily as rolling off a log, without any pain or discomfort. He laughed and replied: "I learned that this past summer at Lyceum by studying for hours than transparent specimen that B. J. had prepared in Germany."

That chiropractor thought that the closing of his office and the expense of driving to Davenport and back was more than recompensed by the knowledge he gained from studying that one specimen. And what of yourselves? You are paying for your course here; a course that entitles you to the opportunity of studying that same specimen and thousands of others, each week day from twelve

to one and from five to six. It is a marvelous opportunity, but are you making the best of it?

I have often heard it said that it is impossible for a vertebra to get out of position unless it be broken. But in that osteological museum, I have seen at least three specimens with the atlas ankylosed to the base of the skull.

But in addition to the osteological museum, you have free access to a splendid library where you can get information of all kinds. However, CLOSED books do not impart knowledge; books on shelves keep their secrets. Do you use that library, or are you satisfied with what you get in class?

Excellent Staff

Then, too, this school is the finest place to get scientific Chiropractic knowledge because of its excellent staff—a staff that is second to none. Did you ever stop to realize that the staff's aggregate of experience as computed in time, amounts to something like two hundred and fifty years? The result of this experience is yours FOR THE ASKING.

In connection with this "yours for the asking," let me add just one little hint about the proper way to attend a class. It is this: when one of your professors says a thing in the class room, don't be satisfied with his mere statement. "B. J. said it, therefore it must be so," may get you through an examination, but it is not intelligent study; it is not scientific; it is being "spoon fed." The intelligent student goes further and finds out WHY B. J. said it. In other words, he wants the scientific REASON for things. He thus digs to the bottom and gets down to bed rock. Then and then only is he scientific; then and then only is he philosophical; then and then only is he worthy of the name of student.

B. J. Palmer Clinic

In speaking of the advantages of this school over others, I cannot pass over the most marvelous, up-to-the-minute Chiropractic Clinic not only in the country but in the world. This clinic is open to your inspection and study outside of clinic hours—something that chiropractors, from distant parts, spend large sums in travel expenses to see. And it is not "just around the corner," like prosperity. It is NEXT DOOR.

It is a clinic, too, where, if you so desire, you can, after graduation, take an internship under the MASTER, watch him work, study his adjusting, hear his comments, follow his cases.

Consequently, with all of these tremendous advantages, I do not hesitate to say that you are in the best Chiropractic school in the world. And you ought to be proud of the fact, and I feel you are, that you will soon be graduates of the Palmer School.

Must Sell Chiropractic

However, it is not sufficient to study Chiropractic in the world's best school, to know it thoroughly and to go back to your home town with a diploma in your trunk. You must SELL Chiropractic! And how can this be done? First and foremost, you must be sold on it yourselves, according to the words of Horace "si vis me flere, primum dolendum est ipse tibi" — if you wish to move me to tears, show a tear in your own eye first.

To be sold on Chiropractic yourselves and to be able to sell it to others, you must thoroughly UNDERSTAND ITS PRINCIPLES and not merely words in which its principles are couched. You have to sell IDEAS, not words. Consequently, learn ideas and grasp them. The mere words "mental impulse," "innate intelligence" and other Chiropractic expressions will not get you to first base unless you grasp and thoroughly master the IDEAS that those words convey.

And this brings us to the matter of explaining Chiropractic to prospective patients. By all means, explain it so people can UNDERSTAND what it is all about. Remember that your patients are not chiropractic students. Therefore, if you speak to them in Chiropractic terms without TRANSLATING those terms for them, you are wasting your breath, for they will not understand you. If you speak to them of a "subluxation," an "atlas," an "axis," or "mental impulse" without explanation, you are talking over their heads. Technical terms are proper when you are speaking to technical men. But when you are talking to ordinary people you have to use ordinary language. Get the IDEA across in THEIR terminology, and then you can begin to apply the technical names; but always careful to translate them into ordinary language.

Use Simple Language

Were I a chiropractor I would use the term "misplaced vertebra" for "subluxation;" "first bone in the neck" for "atlas;" "second bone in the neck" for "axis;" "flow of life-giving energy" for "mental impulse," in explaining Chiropractic to a new patient or to someone wishing to know Chiropractic. And I know that it works, because only recently I explained the principles of Chiropractic to an insurance adjuster who was trying to get an explanation of

it for his company. The chiropractor whom he consulted was a number one man who knows his business. He rattled off from memory the definition found on the front inside cover of "The Chiropractor;" but he failed to give the adjuster a concept of what Chiropractic is, what it does or why it does it. I then volunteered to explain it and did so without technical terms, and the adjuster went out of the office with something definite to write his company.

While it is an excellent idea to have a human spine in the office to help in your explanations, I am convinced that you also need an "occiput-atlas-axis" matched set to convey an adequate idea of the "hole-in-one" technique. Although I am not a chiropractor, I carry with me just such a set that was presented to me in the summer of 1935 by the members of the Oratorical Guild at the Palmer School, after I had given them a talk on "Vocal Resonance." I wish that I had a Neurocalometer to carry around with me also, for I feel that, with the occiput-atlas-axis set of bones and the Neurocalometer, I could make quick converts to Chiropractic, because people believe what they SEE AND LOOK AT more readily than what they are told.

It is for this reason that, when I wish to get a friend interested in Chiropractic, I take him to a chiropractor's office when I feel that I need an adjustment. I have said friend stand at the side of the chiropractor while he takes the reading, so he can see the action of the indicator, and note its action and the distance it breaks. When the adjustment is given properly, the friend is always astonished at the change in the action of the instrument and invariably comments upon it when we leave the office.

Must Be Attractive

In selling Chiropractic, remember that you are dealing with human beings with their likes and their dislikes. Consequently, you must endeavor to be attractive. But attractive in what? Attractive in your office, attractive in your person, attractive in your language, attractive in your reference to others. If you can't be attractive in these, at least don't be REPULSIVE!

First of all, in your office be attractive. By this I mean that your office should be neat, clean, tidy and inviting. Some Chiropractic offices that I have been in are anything but attractive and inviting. On the contrary, they are dismal, dingy, and repulsive — furniture worn, broken, or disreputable; carpets dusty and frayed; magazines old and out of date; windows that are dirty; floor begging for a bath; adjusting table with covering worn through or ripped; desk in disorder. And the owners of such offices pose as professional

men!!! Small wonder that a relative of mine remarked, upon leaving such a disreputable office: "He seems to know his business but his office is certainly a mess."

Representative Offices

What a contrast to these dingy, dirty, uninviting offices is the office of Dr. R. S. Marlow, of San Antonio, Texas. The minute you step into his office you get the impression of efficiency. Everything is spic and span; everything is in its place; everything is clean and neat.

The same is true of the offices of Dr. George Grupe, San Antonio, Texas; Dr. George Utesch, Dallas, Texas; Dr. Manis Smith, Memphis, Tenn.; Drs. Thaxton and Thaxton, Albuquerque, N. M.; Dr. C. King and Dr. Herbert King, Kansas City, Missouri; Dr. C. S. Simmons, Nashville, Tenn.; Dr. W. Budreau, Miami, Fla.; Drs. Murphy and Murphy, Little Rock, Arkansas. I wrote Dr. Palmer of the fine impression I received in the office of Drs. Murphy and Murphy, and he replied a few days later: "You mention about the Murphy and Murphy offices. On our way South we did stop in to see their offices. You talk about what it means to me. You bet it is everything I want to see in an office."

But you must be attractive not only by the appearance of your office, but in your own person as well — dress, manner, and language. I always like to see a chiropractor wear a professional white coat when on duty. But for heaven's sake, don't try to save on laundry bills. In other and plainer words, let it always be clean, spotless, immaculate.

What we said about attractiveness in appearance goes also for attractiveness in your manner and dealing with people. This means that you be courteous, polite, and cheerful. Gruffness used to pass, but those days are over. People in these days and times not only expect courtesy, they demand it; and if they do not get it, they go elsewhere.

Patients should be made to realize that you have their interest at heart; that they are not mere numbers, like prisoners in a penitentiary, but flesh and blood with feelings. Consequently, make them feel that you will give them individual attention. To you, a patient may be "just another patient"; but to the patient himself, he (or she) is the most important factor in your office. This is just human nature. We all feel that way. We all want individual attention, even in this age of mass production.

Cheerfulness in a doctor's office is very much in place; for sick

people have enough gloom and misery without finding more of it in a clinic or written in deep lines on a doctor's face.

Herbert Kaufman, former editor and owner of McClure's magazine wrote as follows: "The world is filled with little men who cheer a grudge and grudge a cheer." Please don't be of that type, as if you had been weaned on a pickle, but rather one who can, as Shakespeare put it, "loose now and then a scattered smile."

Keep Smiling

"Keep Smiling" is, as the little placard you are familiar with indicates, a slogan of Chiropractic. And why not keep smiling, since it takes, I have been told, fifty-two muscles to make a frown, but only fourteen to make a smile. Almost four times easier on you to smile, and infinitely easier on those with whom you come in contact.

Smile, by all means, but don't GRIN, especially if the grin be forced. A forced grin is nothing but a hypocritical smile that usually indicates insincerity. For that reason, I never trust a man with a FORCED grin. But I'll trust a man who can and does smile, because a smile is the reflection of the soul and the expression of an honest heart.

While you are smiling and conversing with your patient, by all means let your language be elevated, dignified and grammatical. While "grammar sharks," as they are called, are a pest and are frequently men of no originality and with dried-up souls, the fact still remains that faulty grammar is offensive to educated people. Such expressions as "I SEEN it," "he DONE it," "between you and I," or expressions involving a singular verb with a plural subject, or vice versa, are inexcusable and brand you as uneducated men — something that will not help your prestige or standing in the community nor be of any benefit to Chiropractic.

And another thing that does not help the cause of Chiropractic, yet is very common among chiropractors that I know, is the eternal and everlasting "knocking" those of the medical profession and other healing arts. "Knocking" always produces a bad impression, at least it does with me, and I don't think that, in this regard, I am different from the general run of humanity.

Bury Hammer

Remember that you are out to SELL CHIROPRACTIC, and you will not sell it with a HAMMER. Personally, I like the sentiment expressed on placards gotten out several years ago by the

Chamber of Commerce of Mobile, Alabama, and distributed to merchants to put in their windows, one of which read: "Bury the hammer and buy a horn." Another one said: "Throw away the hammer; quit knocking and become a booster and let this year's business be the best that our city has ever known."

Applying this same principle to chiropractors, I would advise them to quit "knocking" those of other healing professions and spend that energy boosting Chiropractic. That there are inefficient doctors and quacks in other branches of the healing art, is all too well known, just as there are inefficient and incompetent chiropractors. But that fact does not boost Chiropractic. What you should aim at is to instill Chiropractic confidence into those who come to your office; for, as a rule, when they come to you, they have almost lost hope of EVER being cured. There is your opportunity: There is your chance to use your HORN. And if your patient should mention a doctor of another healing profession, you will lose nothing and gain much by paying said doctor a compliment, even if it be nothing more than "He is a good doctor."

Everyone dealing with the public must be something of a psychologist and a close student of human nature. And since, in your offices, you will be dealing with human nature at its best and at its worst, you have to learn how to take the individual. Every one is different and there is no general law that you can lay down that will cover all cases. Each one has to be studied and sized up.

Some people like to be "jollied" along; others resent it. With certain types you get best results with kindness; with others you have to be what is called "hard boiled." Some will take suggestions; others will not. With some you have to be imperialistic, while with others such an attitude will mean the loss of your patient. Yes, a chiropractor has to be a good psychologist; he has to know human nature as well as segments of the spinal column.

Most Important Of All

And now I come to the most important element in selling Chiropractic to the public and that is DELIVERING THE GOODS.

Keep ever-present before your mind's eye that every patient whom you send away from your office satisfied and restored to health is your friend and booster. Such a patient is a living, walking advertisement — advertisement that is free and advertisement that will do you and Chiropractic most good. Business men have long since realized the truth of the old saying, "A satisfied customer is the best form of advertisement."

On the other hand, you must also remember that a dissatisfied

and uncured patient is a living and walking criticism — it is YOU, the FAILURE, walking the streets.

Relative to “delivering the goods” some chiropractors seem to think that an adjustment is an adjustment; that a thrust somewhere in the region of subluxation that will make bones pop is all that is required. That is a mistake! While the setting of an atlas or axis is relatively a simple thing IF YOU KNOW HOW TO DO IT, and may APPEAR to be an easy feat, Dr. Palmer regards it as an operation requiring as much skill and technique as most major operations.

I had written him as follows: “B. J., did anyone ever tell you how one of your adjustments feels? Here is the way it strikes me. It feels like you make your arm travel with the rapidity of a serpent’s tongue — I mean your adjusting HAND — until you reach a certain point; that you stop suddenly and then pull off as quickly as you drive. To make it even clearer by the use of a comparison: your adjustment seems like the action of a type-bar hitting the cylinder of a typewriter — the cylinder representing the STOPPING point of an adjustment. The comparison is not EXACT, either, because you are driving something beside your hand as you go forward. But the return is as fast as the drive and through the same arc — just like the type-bar of a machine. I may be all WRONG in this, but there is a definite STOPPING and PULLING AWAY point; and it SEEMS to be the point that you have mentally picked out to stop at and start pulling away from. Am I right? With a lot of men who have adjusted me, it seems they drive forward and stop JUST ANYWHERE; and if they hit it, O.K., and if they do not then it is just too bad — for me.”

B. J.’s Answer

His answer came back a few days later: “An adjustment (‘setment’) is one if not THE most exacting operation in the world; greater by far than ripping out an appendix, etc. It requires that ‘intuitive’ sense of direction, proportion, distance, and ability to deliver just that and all that, and nothing more; a sense of fitness to do this one thing, which few seem to possess, which can be acquired if one is willing to pay the price in thought, study, development of mind and body. I have spent 40 years to do what I can do today. The ‘follow thru’ of an adjustment IS IMPORTANT, but not nearly as important as ‘the approach.’ If the approach is natural, easy, perfectly timed and distanced, then the follow-thru is automatic and needs no attention or direction. Few seem to understand that. The sportsmanship of adjusting subluxations is no different than the perfection in tennis, football, baseball, or

any sport — where ONE gets to the top, MANY drag behind, and MANY are away down at the tail of human endeavor. The MIND thinks all action. As the MIND understands, the muscles deliver. I will spend no less than ONE HOUR studying a DISlocation before I adjust it. WHY? The mind THINKS all action, and MUSCLES deliver. The more the MIND knows, the better will be the delivery of MUSCLES. I had a child like that recently — six months old — a DISlocation to correct. It was done in a split fraction of a second. When your muscles come through, THEN they haven't time to think action. ACTION must be formed IN THE MIND ahead of time."

In a few words, Dr. Palmer first STUDIES his X-ray films and gets an exact mental picture of the misplaced vertebra, in what direction or directions it is subluxated and how much. Then, at the adjusting table, he mentally pictures exactly what he wants to do with that particular vertebra to bring it back to its normal position. He gets his contact and thrusts. Because he has perfect coordination of mind and muscle, he gets results.

He applies, in adjusting, a principle I recently gave my students of "Voice Culture" relating to producing a correctly placed forward tone, namely "Picture vividly to yourself where the tone should go. Then concentrate on the picture and forget the mechanism by which it is produced. THINK your tone forward and it will go there."

As a parting shot, bear in mind that if you bungle an adjustment you can't do any good toward setting a subluxated vertebra; and you might and possibly will do a lot of damage. That an adjustment CAN be bungled, I know full well from sad experience. I had a chiropractor give me an adjustment once where he made his contact with either the styloid or mastoid process instead of on the tip of the atlas; and I suffered for a week as a result; suffered, in fact, until I made a flying trip from New Orleans to Dallas, Texas, and had Dr. George Utesch give me an adjustment that was scientific and proper.

Before I close, I want to say a few words in appreciation of Dr. B. J. Palmer, through whose invitation I have addressed you today.

Appreciation Of Dr. Palmer

I met Dr. Palmer for the first time on November 1, 1933, at a chiropractor's convention in Tulsa, Oklahoma. My FIRST impression of him was NOT favorable. He struck me as the most self-centered, self-sufficient, egotistical man I had ever met — "facile princes" of conceited men. I heard one of his lectures, the one

dealing with chiropractors and the law, and recognized at once that he was smart — plenty smart, keen and brilliant.

I carried the unfavorable impression around with me for more than a year, and at times expressed myself to others. One day, however, in the office of Dr. Tom Walker, of Cleburne, Texas, I told Dr. Walker my first impression and he put me on the right track when he said: "A good many get that impression, Father, but it is not a correct impression of the man. He IS egotistical to the nth degree, but it is egotism for CHIROPRACTIC, his brain-child." That put an entirely different aspect on things. It was another viewpoint.

During the summer of 1935, as Dr. Palmer told you a little while ago, I came to Davenport and put myself in his hands. When I stepped into his office I said to him: "B. J., I am here! Get me well!" Then he gave me a smile, as he extended his hand, and said, "I'll do my darndest." Well, he did his "darndest" and I went back South feeling a new man.

During the six weeks that I was here, we spent long hours together, busy though he was, and exchanged ideas on various questions. During our many conversations, I studied the man, studied him from all angles. I got to KNOW the man and I found that Dr. Walker was right, and I was wrong. B. J. is egotistical but it is for CHIROPRACTIC; not for HIMSELF.

I found him a LOVABLE man with many beautiful traits of character; a man with a soul to know and a heart to feel; a man of philanthropy that makes him love his fellow men and wish to do them good; and were my lips not sealed by confidence, I could tell you of men who are making their mark today because his heart was big enough to receive them when others would force them to the wall.

Man Of One Idea

But I also found him a man as determined as spring steel in rearing his "brain child" to the full maturity of manhood and the strength of a giant. The old Latins used to say "Timeo hominem unius libri" — I fear a man of one book. I can paraphrase that saying and change it to "Timeo hominem unius ideae" — I fear a man with one idea. Dr. Palmer IS a man of one idea, and that one idea is CHIROPRACTIC.

And that "ONE IDEA" has caused him many heartaches. As he put it in a letter to me under date of June 1, 1936, "All my life has been devoted to the preservation, development, and protection of a principle that has been my heirloom. It was dropped into my

lap, unprepared as I was. I had no choice but to go on." Yes, he DID "go on;" and went on although laboring under the big handicap "of little formal education" (as the words from one of his enemies put it in the quotation given some minutes ago) making his shrewdness, resourcefulness, and magnetism (again from the same quotation in sense, if not in exact words) as well as his self-confidence, dynamic energy, will power, and "drive" supply which he was lacking in the advantages of a "formal education."

This determination to "preserve his heirloom" and make the world see its possibilities as he saw them, made him enemies without number. They fought him and he felt and felt keenly the opposition he met with from many sides, with the result that the MAN retired into a shell and the FIGHTER stood to the front with shield raised and sword drawn. The battle was on and he has never flinched or given an inch of ground.

The LOVABLE B. J. is hidden from most eyes. They see only DOCTOR PALMER, the fighter, a fighter with no truce or compromise, determined to carry his fight through to the very end to preserve, develop, and protect the heirloom that fell into his lap as a boy.

We correspond from time to time. I enjoy his letters and he tells me he enjoys mine. I sit at my machine and write just as I would talk, for my idea of a letter is a "written conversation." He does the same when he writes to me. Would that I had with me today a letter he wrote to me last summer. In answering it I told him that I wished the WORLD could read it so every one could see him and know him as I see him and know him.¹ That one letter, redolent of the REAL B. J., would allay much prejudice, cut down much enmity, and make him many friends.

He has his idiosyncrasies, to be sure. He would not be human if he did not. We all have them. You have yours and I have mine. But, after all, a friend is one who likes you despite your faults. Only I do not like B. J. I LOVE him!

And to conclude, let me quote and then paraphrase the words of Herbert Kaufman who, writing of wireless telegraphy, beautifully and graphically said: "A spark in the night leaps leagues of snarling seas and cries to shore for help; which, but for one man's dream would never come." Applying this paraphrased quotation to Dr. B. J. Palmer, I'll say: "Cries of pain-racked men leap leagues of land and sea and plead to Chiropractic for help; which, but for one man's dream, would never come."

Father McGrath's Blessing

B. J., my friend, may the good God bless and keep you many years to come; and when your span of life is crossed and you pass into "that undiscovered country from whose bourne no traveler returns," may He extend to you a welcome hand and receive you to His heart there to abide in peace and love and rest as long as heaven lasts and God continues God.

LECTURE

Given by
Father Hilary, C.P.

In the
B. J. Palmer Chiropractic Clinic
Assembly Hall

DAVENPORT, IOWA

APRIL 22, 1948

First of all I should like to establish my position. I am here not as representing Religion, or any particular Faith; not as a religionist, therefore, or a religious spokesman or Priest. Nor am I here with the presumption of speaking as a scientist despite the fact, however, that I do possess a degree in science. I will speak merely as a patient, and in that capacity, I might say, as a layman. I wish merely to give my impression of an introduction to Chiropractic.

But before going into the matter of chiropractic science and my appreciation and praise of it, I should first wish to lay down my conception of fundamental education, or knowledge.

Knowledge is one of the greatest blessings in the world. There is nothing more pitiable, more pathetic, than a person without knowledge, or an ignorant person. But my idea of knowledge is that it should consist of a systematized whole, in-so-far as native ability, talents and opportunity can make that possible. Thus the ideal and perfect knowledge should be co-ordinated to the origin and nature of man himself. The human being is a composite, co-ordinated whole, a "cosmos" of integral unified parts, somewhat like an exquisite watch. He is a biological, psychological, physiological and anatomical unit. The more inclusive and co-extensive our knowledge of man is the more one can understand the mutual inter-relation of his various behaviors and the effects of the different departments of his make-up. For there is an inter-dependence of the various phenomena that go to make up his being, just as there is an inter-dependence of the wheels in a watch. Remove the hair spring from a watch, and it becomes a useless thing so far as time keeping is concerned. So a co-ordinated or harmonious knowledge of the human being promises a way to his all-around betterment. The development of our intellectual faculties to their fullest results in a general pattern or radically complete design. A sort of picture of knowledge sufficiently complete in outline.

This pattern or design would necessarily embrace knowledge of fundamentals concerning creation, and thus to extend to the non-physical or non-sensible realm whence creation emerges. Failure to appreciate the origin of spiritual and physical existence in the world and the end of such creation, or its purpose, would result in fragmentary information at best. So instead of having a relatively inclusive picture, one would have but disjointed sections of a jig-saw puzzle. Fragmentary knowledge can in itself give one a certain amount of satisfaction or service. But like a piece from a sig-saw puzzle, we might not know just exactly where to put it or where it goes.

So my idea of knowledge, education and training is an overall pattern, a unified design. Understanding it thus, we begin with the very fundamental of all knowledge, which is the knowledge of God.

But this knowledge of God to be a scientific and not necessarily a religious conception of God, since this lecture takes the scientific point of view. So for the scientific approach to this form of knowledge, I would let an outstanding research scientist act as the authority, Dr. Gustaf Stromberg, of Mt. Wilson Observatory, Pasadena. He writes: "I believe that behind the physical world we see with our eyes and study in our telescopes and microscopes, and measure with instruments of various kinds, is another, more fundamental, realm which cannot be described in physical terms. In this non-physical realm lies the ultimate origin of all things, of energy, matter, organization and life and of consciousness.

"I am convinced that our consciousness is rooted in a world not built of atoms, and that our mind in its facets reflects some of the fundamental characteristics of its origin.

"Thinking and planning are important characteristics of our mind, and they must then have their origin in a realm beyond our physical selves. But we cannot conceive of thinking and planning without a personality that does the work.

"In this way we arrive at the idea of an intelligent and ever-active source, the God of our religion."

By co-ordinating our activities with this truth and collaborating with the Deity we do achieve our noblest purposes and attain the most perfect results.

As a scientist, therefore, I do not believe in the existence of God. It might be strange to have you hear me say that I, a Priest, don't believe in the existence of God. No. I don't. I don't believe in the existence of God any more than I believe in the proposition

that two and two are four. I don't believe that two and two are four for the simple reason that I KNOW two and two are four! I don't have to believe it. There is quite a distinction between Faith and Knowledge. Mathematical propositions ascertained thru evidence are not a matter of faith, they are a matter of exact knowledge. Likewise with my acceptance of the existence of God. I accept it not as a matter of faith, but as a demonstrable fact. By Faith I believe in things I don't know about God and in His Revelation and in the Supernatural.

God then, is the ultimate source and origin of all existence and all energy that passes into physical creation. And this physical creation is God's tool for the transmission of the energy emerging from the non-physical realm. While so far as the human being is concerned, the principal tool for that transmission is the brain.

In his purely physical properties, the human being is an electro-chemical mechanism. In other words, the human body is a composite of electro-chemical elements. And his nervous system is the result of reorganization of "the fields of organization" which determine the structure of the body and the function of its organs.

At the department of Neuro-Anatomy of the Yale Medical School, all living organisms have been found to be imbedded in complex electrical fields. And Dr. H. S. Burr, the leader of the Yale research group, states that it is hard to escape the conclusion that these fields are independent of the matter involved and by their innate properties determine the structure and functions of the living organisms. While these living organisms are controlled by the nervous system.

All this ties in logically and aptly with the science of Chiropractic and the discovery and development of the chiropractic neuro-calometer and electroencephaloneuromentiograph. The inventive genius that brought these instruments into being must be of the highest order. For the value and wisdom of them is beyond computation. These instruments are far in advance of modern scientific discoveries. Their reliability in registering the electro-chemical and electro magnetic pressures and the resultant heat areas over the nerve cable is relatively absolute.

But to arrive at a still greater appreciation of the chemical properties composing the human body and thus see the utility of mechanical instruments to determine normal or abnormal functioning, let us consider what the human body actually is.

If you were to take the average human body to any major University, turn it over to the biochemist in the biochemical laboratory, he could take it apart, analyze it and tell you just exactly what it

is made of. For a biochemist can take the human body apart just as an auto mechanic can take a motor car apart, or watchmaker take a watch apart. So if this were to happen, you would find that the human body contains the following chemicals:

Sugar enough to fill a small shaker.

Iron enough to make a small eight penny nail.

Phosphorous enough to make about two thousand matches. (The kind you light a fire with and not the romantic kind!)

Fat enough to make about five bars of soap. (I'd make about seven.)

A tablespoon of magnesium.

Potash enough to make a firecracker.

A good pinch of sulphur.

And throw in with this a good sized bucket of water, which itself is a chemical composition, and you have the human body. Generically, all this can be said to result as a growth of nerve tissue.

Dr. Harris Benjamin, writing in the *Journal of Gerontology*, mentions twenty different organ systems in the body. Among these organ systems, the nervous system is held to be most vital. We deduce the tremendous importance of the nervous system from its extent of influence and volume of nerves. It is estimated that there are about 100,000 miles of nerves in our bodies! And they influence the entire body.

The influence of the brain on the nerves and the re-action of the brain to the function of the nerves results often in even curious effects.

Doctor Thomas B. Szasz discusses this aspect in *Annals of Internal Medicine*. He reports that in a series of cases in which patients were technically cured of peptic ulcer by surgery, about half the subjects continued to have their old symptoms or to develop new ones of equal severity. For such patients, he suggests it would be wise to encourage continuation of anti-ulcer diets and harmless medications to satisfy an emotional need for treatment that can remain even when the ulcer is gone!

This is something similar to what happened to my brother when he had his foot cut off. He said he could still feel his toes itch!

Hence, we can understand the vast importance of the function of the nerves and their message to the brain. We are what our nerves make us!

It seems reasonable to assume that most disorders and illnesses can be traceable to the stomach. That seems also why so much value and importance is laid on diets, vitamins, etc.

The human stomach is the greatest chemical laboratory in the world. Thru its structural and chemical functions, the stomach goes to work on the matter taken in and breaks down, separates and distributes the various ingredients to all parts of the body for growth and well being. When all this functions normally and properly, a person is well. When a person is ill, this can happen either from a defective function, or from introduction of some factor that a natural function cannot control or handle.

When Nature ceases to function normally something goes wrong, and illness ensues. While by Nature we mean physical creation activated and energized by God.

And when ill, the tendency is to consult a Doctor and take medicine. So I should like to give my impressions of medicine before going into the consideration of the function of chiropractic as such.

Medicine in my estimation can be considered variously as: Food, having nutritional value. As a stimulant. A Sedative. Or as having psychotherapeutical value.

As food, medicine is nourishment. Like drinking a glass of orange juice or eating an apple.

As a stimulant it might be advantageous for the purpose of stimulating some sluggish glandular action or releasing some functional energy.

As a sedative, or relaxing agent, medicine either induces a semi-conscious state of mind and numbness of feeling; or diverts the patient's attention from his affliction. This relaxing the mind and nervous tension gives Nature a chance to work unhampered. In a state of full consciousness we utilize most of the nerve energy thru mental operation that is necessary for the physical functioning of our bodies. After a time our bodies suffer nerve energy starvation. Sedatives artificially induce a temporary suspension of such mental and emotional activity while Nature tries to restore an equilibrium.

Normally Nature resorts to a trick, we might say, in order to restore expended energy and recuperate the human system. And that trick is at once agreeable and necessary. It is SLEEP!

Sleep is a suspension of consciousness and relaxation of muscles. In this state the physical brain supplies the energy necessary to the body to repair the ravages resulting from continuous drain of nerve energy supply. The fact that normally a person requires many hours of sleep to restore sufficient nerve energy indicates the extent to which it has been exhausted. That means, the constant flow of vital energy is a critical need.

Recently, considerable attention has been given to the use of hypnotism in the treatment and cure of certain ailments. We might say that this is carrying the psychology of suggestion to its ultimate: influencing not only another's mind, but WILL as well. This results in two conditions: first, the suspension of conscious and deliberate operations on the part of the patient. And this is relaxation. And second, the subconscious activity as directed by the hypnotist, whether he be qualified scientist or quack. This might be called the personal influence equation, substituted for material means of cure.

Altho the use of hypnotism might be scientifically sound, yet I would question its advisability on ethical grounds. The dignity of the human will is such that it should not surrender to a "controlled state", except where the honor of the Creator is at stake. To surrender one's faculties to another's power to the point of unconditional yielding makes one a slave instead of a master. I would therefore put the state of hypnotism in the same category with the state of alcoholism or the state of opium. A condition of temporary release from the strain and vexation of ill health or worry is induced. But as with any habit, the tendency is for it to create new demands and grow in its needs until the patient or victim is beyond all self-control. Hence the questionable value of the use of hypnotism, both from the standpoint of morality and utility.

I would say, therefore, that the greatest value and benefit of medicine would be its psychotherapeutical power. For thus the mind prepares the patient for the action of the brain to supply restorative energy to parts or areas affected.

Somewhere along about here in our considerations about the factors that enter into the matter of health, its preservation and restoration, chiropractic enters the picture.

Fundamentally, chiropractic's purpose is to "keep the life-line open" for the full and free flow of vital energy from its source, the brain, to the extremities of the human system.

Life-giving energy arising in a non-physical world passes into the physical world of the human body by means of the physical brain cells. From these cells this energy is sent out thruout the entire body by means of special conductors called nerves, or nerve lines. These lines converge to form a relatively thick cable that enters the spinal column at the top. The spinal column acts as a housing or conduit to guide and protect the nerve cable and is held tightly together by powerful tendons in flexible sockets or cartilages. In each spinal cartilage or segment there is a round do-nut like

hole for the passage of the nerve cable. At intervals of each separate vertebra, thru an opening provided by the cartilage, strands of the nerve bundle, or cable, branch off to supply necessary energy to definite areas of the body, or to definite terminals controlling certain sections or organs.

When this cable of nerves freely transmits vital energy, there is health. But when something happens to block or shut off the energy flow, then illness results. The impedance or interference with transmission of energy can happen and does happen when the vertebrae become dislodged or shifted. The shifting causes a change in the contour of the opening thru which the nerve cable passes and this results in a pressure on the nerves where the shift occurs. The passage way is reduced and some of the nerve energy is cut off, this obstruction causing complaint in the unreached spot.

The Chiropractor first of all acts as a trouble shooter. He traces the nerves from the affected parts to the seat of the trouble. And because any resistance to the generated force will cause heat, the nerve lines and even the brain can become injured. Nerve pressure is analogous to electrical impulses. So just as a short circuit in an electrical line can burn out a fuse or even damage the wire by the heat generated, so a pressure on the nerve line causes heat and can do damage.

So what chiropractic does, is that it simply "takes the handcuffs off Nature", as it were. By finding the particular vertebra that had shifted and restoring it to its natural position, the *adjustment* thus releases the natural flow of nerve impulse. When the maze of nerves, or Nature's transportation system, supplies the body with the energy it needs for well being, you have health.

The office of chiropractic is to assist Nature where Nature cannot assist herself. This is done either by removing hindrances to transmission of energy, or restoring the channel to its original and normal condition. This restoration is achieved by chiropractic adjustments.

Illness in most people seems to be traceable to some intestinal disorder, while its sympathetic affect can appear elsewhere.

When there is intestinal disorder that means either there is an accumulation or saturation of energy that is not being utilized and causes damage. Or there is an insufficiency of energy for proper functioning.

I might illustrate this point by the example of hot and cold water pipes over a sink, or shower bath. In a shower bath the hot and cold water pipes are connected to a single outlet in the spray. But each water pipe is controlled by its own faucet. You regulate

the temperature you want by simply letting in so much hot and so much cold water. This mixes in a single unit and comes out a definite temperature. If you turn on only the hot water, it might be too hot and scalding. If only the cold, it might be too icy and uncomfortable. So you adjust it so that it comes out just right, according to your judgment of what constitutes "just right".

By analogy, this can serve to explain how too much of one kind of energy or not enough of another kind can find its way into the gastronomical tract. Normally, nature does the adjusting of the "exact amount" of "the right kind" of energy necessary. Interference with this exact mixture causes disorder.

Or we might take another analogy from plant life. This can be apropos, since some of the botanical terminology is used in reference to well-being. Such as the expressions: The bloom of health. The flower of life.

Now a beautiful flower, a rare bloom, is the result of just the exact proportion and intake of chemical properties, or chemical energy. The plant absorbs certain chemicals from the earth, that mysterious chemical "chlorophyll", the heat from the sun and moisture from the air and this results in a beautiful flower. But deprive that plant of any one of these chemical properties and the plant becomes deformed or wilts and dies. Its perfection of growth, bloom and exotic perfume depends on the right amount of chemical energy imparted to it. Add too much of one kind, or take away another kind, and you don't have a beautiful flower. Too much water can make it rot. Too much heat can dry it up, etc.

So it is with the stomach. When all necessary energies are transmitted to the stomach and its auxiliary members, you have good health. Deprive it of any particular energy on the one hand, or allow too much to be generated on the other, and you suffer.

Joyce Kilmer expressed this thot unwittingly in his poem "Trees". Just as only God can make a tree, so only God can give good health. But the process is the same as in the case of the tree. God makes provision, but we must supply co-operation. That co-operation and meaning is expressed in the poem's line about the Tree having its mouth pressed to earth's breast.

Speaking of trees reminds me of Dr. Johnson's statement about Chiropractic not being a "radical" science. I wish to elaborate on that statement and supplement observations of my own.

When Dr. Johnson said that Chiropractic was not "radical", he wanted chiropractic to escape the charge of it being pragmatic; or, a mere gratuitous assumption of a principle, or the arbitrary

pretense to science. But I should like to say that chiropractic is essentially radical in the most legitimate use of the term. Because "radical" in its academic sense means "basic", or going right to the roots of things. And certainly no science in the world today goes deeper to the roots of health, to the very basis of life than chiropractic. For it goes to the very foundations, the very roots of what constitutes health and deals with its vital factors.

Again, I might illustrate the purpose of the nervous system in its function by using the analogy of an orchestra. We appreciate beautiful music and perhaps have some appreciation of orchestration. If we have a keenly attuned ear, we hate cacophony. A faultily rendered masterpiece becomes intolerant. But perfectly executed on perfectly attuned instruments, directed by a master, it can be enthralling as well as thrilling. So it is with the function of the nervous system. It is like an orchestra. Perfect orchestration of the nervous system means the harmony of health. The action of chiropractic is to put the instruments in tune, and train the players to execute well. The instrument is the spinal column and the players are the nerves.

Thus I give you my conception of the whole matter of chiropractic. To me it is sound, logical and efficacious. That is why I am a booster of it and enthusiastic about it.

I had been introduced to chiropractic about twenty years ago. If you are curious to know how it happened, it came about in this way. I was teaching in our Seminary in St. Louis. One of the students had been a Palmer Graduate and practiced chiropractic for about three years. He thot he might be interested in the Priesthood, so decided to enter our Seminary. We put him in a special class where he might catch up in his studies of Latin and other kindred subjects necessary to qualify for the Priesthood. That meant an enormous amount of book work and study.

At the time, we had about 115 other boys in the Preparatory School, some of whom were ailing. This ex-chiropractor came to me and asked me if he couldn't use chiropractic on the boys and assist them to get well. His studies were becoming monotonous and he said he needed some diversion and felt that chiropractic would serve both as a diversion and render service. But at that time I knew practically nothing about chiropractic, while most of what I HEARD about it made me have almost a revulsion towards it. So when this lad suggested using chiropractic on the boys who were in need of a Doctor's care, I almost ungraciously ordered him never to mention the idea to me again. I was opposed to it and didn't believe in it and wanted to hear no more about it. But after some weeks the student came to me again, this time to

tell me he was afraid he would have to quit school if he couldn't do something with his hands to get away from the killing monotony of books. The way he put it was that he was afraid he would "crack up" and go "crazy". He again ventured the dangerous subject of chiropractic. Of course, I was violently, almost fanatically opposed to the idea of chiropractic. I was vehemently prejudiced against it, because I formed a judgment about it before I knew what it really was. By hearsay and misrepresentation I was led to form an opinion and judgment of it and would not let chiropractic speak for itself. That is the essence and fault of prejudice: forming a judgment about a thing in advance of knowing what that thing really is. So in my mind it just registered quackery.

Yet I did not want to discourage a candidate, and so since I was at the time suffering from a severe form of asthma, I compromised and told him he could work on me if he wished!

He went to work on me and to my amazement and joy, he cured me of asthma! That's when my eyes were opened and I could not lay the change to any force of the imagination or auto-suggestion or anything else of a similar nature. I became keenly interested and began to investigate the matter. As a matter of personal gratification, I did considerable research in the subject of chiropractic since my first introduction to it about twenty years ago. So I welcome the opportunity of speaking of my experience with it.

Now, so far as my experience here in the Palmer Clinic is concerned, I might say it is most extraordinarily pleasing, a very unique experience in my life. Now that I am over the "hump" so far as length of years goes and have had considerable experience both as layman and Priest, I think my presence here is a genuine treat and rare experience so far as health and relaxation is concerned.

First of all, as to the over-all set-up, or environment. You recall I said that sleep was most conducive to relaxation. So everything about this Clinic is arranged for the purpose of bringing about the greatest amount of soothing relaxation. Beginning with the slogan that the Chiropractors have universalized: "Keep Smiling," all is done to bring about the greatest advantages toward restoration of the patient to perfect health. And the smile plays such an important role that it cannot be over-estimated. A complete and full smile induces relaxation of itself! Try it! What a beautiful thing is a smile, not only to see, but to feel its relaxing influence.

Then everything in the building: the rest rooms, the subdued lighting, the silence, the carpeted floors, the signs to speak softly: all most conducive to complete relaxation. This inspires confidence

in the patient thru the realization that the greatest personal interest is centered on him and so predisposes him to yield to the action of the powers of nature to restore health. With this conditioning, nature can do the best work and take its course unhampered.

Add to this all the interest catching displays in the Museums and Lecture Hall, and ingenious mechanical inventions in the physical therapy room, the soft, soothing oriental color appointments, the faint fragrance of exotic incense to lull the senses and hypnotize the mind away from self, and you have a psychotherapeutic setting unequaled anywhere. An undisputed factor for the assurance of the best possible results.

No less enjoyable experience was my meeting with the various congenial members of the Clinic personnel. Their courtesy, refinement and personal solicitude made one feel that one was more in the home of personal friends than in a professional establishment. But the high light of pleasant experiences was meeting Dr. B. J. himself. He paid me the compliment of personally calling on me. I immediately realized that he was more the gracious host than professional and impersonal official. He established himself as a magnanimous and magnetic person by his concluding remark to me: "I told them to give you everything in the book!"

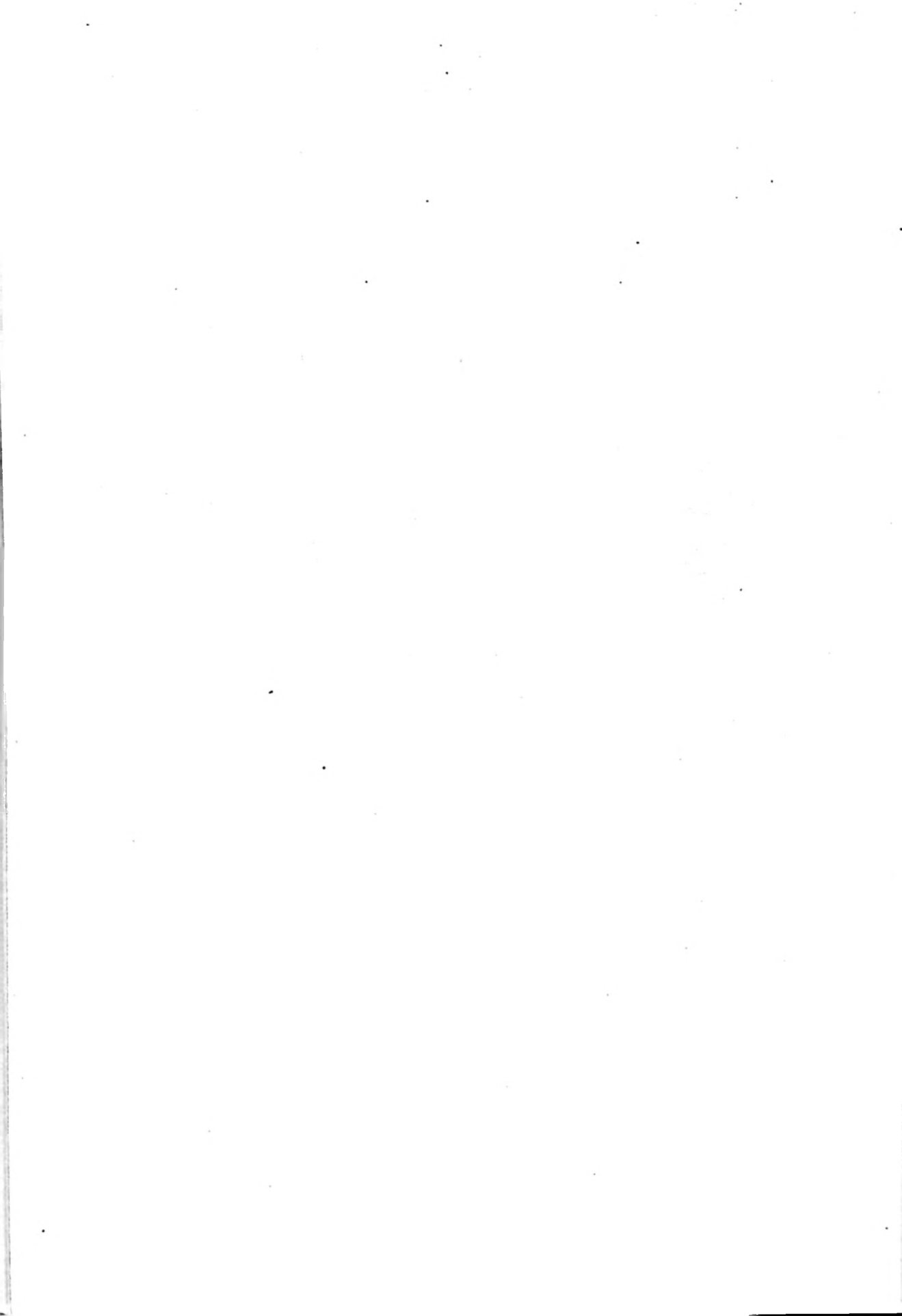


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